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New Plants & Flowers! Rare Novelties! Planting Aids!



**NEW:
STERN'S SUB-ZERO
EVERBLOOMING
ROSES**

**IMPORTED
HOLLAND BULBS**

**EXCLUSIVE:
SWEET GOOSEBERRY
TREES**

**WINTER HARDY
ENGLISH WALNUT
TREES**

**EXCLUSIVE:
STERN'S RARE
TREE PEONIES**

**STERN'S
"THOUSAND
FLOWER"
CUSHION MUMS**

**SPECTACULAR:
CHRISTMAS LILY
HOUSE PLANT**

**NEW OFFERINGS
FOR
FALL PLANTING
1954**

Stern's Nurseries INC.
GENEVA, NEW YORK

NOW A TROPICAL PARADISE IN YOUR OWN GARDEN!

Stern's SOUTH PACIFIC SUNGLORY*

NEW GIANT HYBRID HIBISCUS

COLOSSAL FLOWERS UP TO 12 INCHES ACROSS!



GUARANTEED TO BLOOM NEXT SUMMER

A gardener's conversation piece. These SunGlories burst into glorious blooms early next summer. Plants grow 2-4 ft. tall—last a lifetime—developing new beauty and flower production each year. Thrive in any soil; prefer full sun and plenty of moisture. For best effect, plant 24 inches apart in groups of 3 or more. Plant tallest variety in center. Most amazing cut flower for table decoration or in arrangement.

FLOWERS FROM JULY 'TIL LATE FALL

A new center of attraction in your garden. They'll bloom continuously from July until frost. Most amazing cut flower. Place only one blossom in a large shallow bowl as table centerpiece decoration, or wire into arrangement with other flowers. They supply startling beauty planted among your flowering shrubs or as specimens planted in a bed on the lawn.

* Registered Trademark.

Like the tropical gardens you have read about in travel books—immense flowers larger than a dinner plate. Exquisite blossoms, colorful as a Java sunset. Now you can have tropical beauty in your own garden, anywhere in U. S.—even in coldest sections. Blooms continuously from July 'til frost. Each plant produces up to 50 huge flowers every year. Don't miss this tropical garden thrill!



Fresno
1/3 of
Natural
Size

THREE OUTSTANDING COLORS

1144. **BRILLIANT CERISE.** Scarlet-red with yellow stamens. Spectacular 10-12 inch flowers. Bushes grow 3 to 4 feet tall. (Tallest variety).

1141. **FRESNO.** Giant 10 to 12 inch crinkled flowers. Silvery pink, striped deeper pink with 2-inch dark velvety red center. 2 to 3 feet tall.

1140. **CLOWN.** 8 to 10 inch flowers. White with pale pink blush on outer edges and 1 1/2-inch velvety red center. 2 to 3 feet tall.

Each \$3.75; 3 for \$11.00; 6 for \$21.00; 10 for \$32.00
All Prices Postpaid.

STERN'S SUNGLORY—Plant in Groups (Group 24-450)

| | | |
|--------|-------------------------------|---------|
| All 3 | 1 of each listed—3 plants for | \$11.00 |
| Colors | 2 of each listed—6 plants for | 21.00 |
| | 3 of each listed—9 plants for | 29.00 |

RARE NEW COLORS! SPECTACULAR COLOR COMBINATIONS!

Stern's GIANT IRIS

Dazzling New Beauty for Your 1955 Garden

Stern's presents the ultimate in IRIS splendor. Here's new color and grace—the "new look" in Iris. During the last few years these amazing plants have undergone radical changes and all for the best! Now you can have exquisite Stern's Giant Iris in phenomenal color ranges—dazzling colors heretofore unknown in any other Iris. Our blues are deeper, richer than ever before—reds are purer and truer—pinks, formerly only a dream, are now a reality—yellows are bigger, brighter than you ever dared to imagine—whites and ivories are breathtaking.

These magnificent STERN'S Giant Iris are not bothered by extremes in heat or cold. They thrive in every section of the country. Give them a sunny location in almost any type of soil (clay, sand or loam)—they'll do best, however, in a good soil with good drainage. Stern's Hardiness Rating: AAAA.

GUARANTEED TO BLOOM NEXT SPRING! Choose these 6 magnificent Stern's varieties for a garden of springtime glory this coming season. All are the new Giant types—all recent introductions.

GREAT LAKES. Sky blue. Perfectly clear coloring. A gorgeous color, unmatched. Finest of all blues. Free flowering. Magnificently shaped.

RAIRIE SUNSET. Multicolored. Combines pink, peach, apricot, rose, copper, gold. Never an Iris like this before. Big flowers, big stems, big broad foliage. Its sunset colorings are unforgettable.

SABLE. The darkest of the dark blue-black purples. Its blue beard accents its shining blackness. Another unique prize-winner. Rare and beautiful flowers of great size.



Great Lakes

ACTION FRONT. Deep coppery-red with bright yellow beard, 36 inches. A huge flower—strong stalks and foliage.

GOLDEN MAJESTY. Shining gold. Outstanding new yellow Iris. Huge display of clustered color on tall stalks, surrounded by rich green growth.

SHARKSKIN. Finest of all Giant Whites. Huge, icy white blooms. A real "show-winner." Petals are extremely broad, crispy. For a magnificent color combination—enhances the color of other Iris.

**Postpaid: 3 for \$3.25; 10 for \$9.00;
25 for \$20.00**

SPECIAL IRIS COLLECTION

(24-451)

6 plants (1 of each) \$ 6.00 postpaid
12 plants (2 of each) \$10.50 postpaid

A Personal Message from Otto Stern

Dear Friends:

This fall we are happy to report that the work of our Experimental Nursery Farm here at Geneva is progressing beyond our highest expectations.

We are using this Experimental Farm to develop new types of plants—some so rare and unusual that they have seldom been seen in America. Among these plants are a new native-grown European Gooseberry Tree. Also, we are now growing a hardy Red Leaf Smoke Tree and a Red Leaf Peach Tree. In addition, we are growing all sorts of perennials, including many beautiful types of winter hardy Mums, Delphiniums, Peonies, Tree Peonies and Daylilies.

Should you be in our vicinity during September and October, the Gladiolus field and Mum field is really a sight worth seeing. It is a colorful vision of exquisite beauty.

This year again our Dutch associates have presented us with a prize-winning collection of magnificent spring flowering bulbs. Not only are the bulbs themselves larger in size, but due to improved cultural methods, the flowers produced by these giant bulbs are larger and, of course, more colorful.

Our unconditional guarantee, which you'll find below, is your assurance that anything you purchase from Stern's must give complete satisfaction in every way!

We believe that if a business can keep its old customers, the new customers will come to us automatically. It has been this policy that has built Stern's Nurseries into one of the largest garden suppliers in America.

My best wishes to you for continued gardening enjoyment.

Sincerely,

Otto Stern
President

Geneva, New York
August, 1954

FREE GIFTS

GIFT No. 1—10 "Candles of the Prairie"

(CAMAESIA ESCULENTA)

Clusters of the most exquisite star-shaped flowers of richest purple are borne on spikes up to 2 feet high! Seldom seen in American gardens, these are sure to cause excitement in your border. They do well in all locations and naturalize readily.

GIFT No. 2—10 Corn Lilies (IXIAS)

Producing tiny bouquets of numerous little flowers, these Corn Lilies will be the most talked-about flower in your spring garden! The wide range of colors includes yellow,

FOR ORDERING BEFORE SEPTEMBER 30, 1954

orange, scarlet, blue and purple, making a kaleidoscope of color when in full bloom. Commence blooming in May and continues for 6 weeks. Exceptionally fine for cutting lasting a long time in water.

GIFT No. 3—10 "Spring Star Flowers" (TRITELEIA)

Growing only a few inches high, these "Spring Star Flowers" produce just about the daintiest flowers imaginable. The star-shaped flowers are pure white, with a slightly blue tinge. Several clumps of these in the garden are a delight to behold in early spring.

GIFT No. 4—10 Sweet Scented Jonquilla

These charming Jonquils produce delightful clusters of very fragrant rich yellow flowers. Combine both daintiness and beauty, and are highly prized for plantings throughout the border, in the rockery, and under shrubs. Wonderful for growing in shady locations where they will thrive for many years.

GIFT No. 5—5 Early Blooming Tulips (TULIPA EICHLERI)

Imagine having Tulips blooming in your garden just a short while after the Crocus, and even before the Daffodils start blooming! Splendid, large, dazzling scarlet flowers with a center of yellow edged black. A stunning variety with long-lasting blooms, borne on 12-inch stems. Will naturalize easily and can remain in the ground indefinitely.

To reward you for sending us your order before September 30, 1954, we'll send you the gift of your choice with every order for \$10.00.

Orders of \$10 or more, choose 1 FREE gift
Orders of \$20 or more, choose 2 FREE gifts

With each additional \$10.00 of your order, please specify an additional gift.

We ask that you specify free gifts desired on your order form. Otherwise your gift might be forgotten during the shipping season.

(3)

Guarantee

We guarantee our nursery stock to be true to name and to reach you in perfect and healthy condition. If upon arrival of plants, you are not delighted with your purchase, just drop a line to us and your money will be refunded. No need to return the plants; they will be yours without any question.

STERN'S NURSERIES — Geneva, N. Y.

NOW! YOU CAN HAVE A SHOWPLACE GARDEN!

See Select-O-Plant® Zone Map—
Page 46

Shows you how to choose your plants for "Miracle-Garden" results.

PLUS

- Complete Planting Instructions!
- "Inside" Gardening Tips!
- Professional Secrets!

HOW TO PLANT

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PLUS

Many other valuable suggestions on how to make your garden the Showplace of the neighborhood.

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STERN'S NEW LYONDEL HYBRIDS

Hardy Northern . . .

GIANT DELPHINIUMS

Huge, Colorful
Spikes up to 5 Feet Tall!

BLOOMS TWICE EACH YEAR!

Yes, twice as great a gardening thrill for you! Now, Stern's brings you gorgeous new types of Giant Delphiniums to grace your garden. These splendid Lyondel Hybrids are the last word in flowering beauty. Their perfectly formed spikes of rich color are 20 to 30 inches long—each individual floret is unusually large—often 2 1/2 inches across or more. And their flowers are mostly of the double type with eight or more broad petals of exquisite coloring.

Tall and stately, they grow to 5 feet high without staking or other support. Because of their height, they are the perfect background for your garden. Plant them with other tall-growing flowers for eye level beauty seldom seen before.

BRILLIANT COLORS

Stern's Lyondel Hybrid Delphiniums range in colors from delicate pastel blues, whites and lavenders to deep solid colors in violet and indigo-blue; also in a delightful "near pink." Truly, in shape—in color—in growing habit, these Delphiniums are among the most majestic of all garden flowers.

MOST IMPORTANT

These new Stern's Lyondel Hybrid Delphiniums are perfectly hardy as far north as Boston, Mass. They withstand the combination of severe winters and droughty

summers better than any Delphinium we know. Plant some this spring. You will enjoy their outstanding beauty for many years.

FLOWERS TWICE EACH YEAR

You will enjoy lovely flowers twice each summer—once in June and July—and a repeat performance in August. You'll really appreciate these spectacular colors in midsummer when color is needed most!

Mixed Colors Postpaid: 3 for \$2.50; 6 for \$4.75;
10 for \$7.50; 25 for \$18.00.



DUSTY PINK (Helen Elizabeth). The best pink ever developed. A strong grower, producing flowers measuring 8 inches across. Sturdy stems grow almost 3 ft. high. The flower is a pure pink centered with a cushion of blackish-purple that accentuates its pure pink color.

SUNBURST ORANGE (Cheerio). A rugged grower. Extremely free flowering. Its huge flower is tinted with orange on a base of flame-red. The stems are strong and of medium height. Foliage is interesting because of its unusual texture.

ORIENTAL PEARL-WHITE (Barr's White). A pure white beauty with small purple markings at the base of each petal. Really spectacular, especially when displayed with other red Poppies. Producing an abundance of big cuplike blooms, it is one of the fastest growers.

FALL IS THE IDEAL POPPY PLANTING TIME

Heavy Vigorous Roots, Finest No. 1 Quality.

POSTPAID: 3 for \$3.75; 10 for \$12.00; 25 for \$25.00.

STERN'S ORIENTAL POPPY GROUP 24-452

ONE of each variety 5 for \$6.25 Postpaid.

TWO of each variety 10 for \$12.00 Postpaid.

GROW A PEONY PARADISE

STERN'S LIFETIME

GIANT PEONIES

Huge Double-Blooms up to 10 Inches Across
Enjoy Spectacular Blooms Without
Lifting a Finger!

Everybody says, "Most wonderful flower in my garden!" Hardly any other flower compares in dramatic splendor with these exquisite GIANT CENTURY PEONIES. Their spectacular size, their sunburst colors, their dazzling fragrance have made them the favorite of America's most glamorous gardens.

Stern's Giant Century Peonies last a lifetime. Here is beauty your grandchildren will enjoy! You'll enjoy their magnificent flowers—for these vigorous plants are guaranteed to bloom and to give you complete satisfaction. Each year they increase in size and beauty. Require absolutely no care, no spraying. Just plant them and enjoy them!

These selected plants are strong 3-5 eye divisions. Plant them so that the buds ("eyes") are no more than 2 inches below the surface. That's all you have to do to enjoy a lifetime of their spectacular beauty.

SELECTED VARIETIES

EDULIS SUPERBA. Late-blooming PINK. Wonderful size, symmetrical, true rose type. Glowing color holds both in garden and as a cut flower.

FELIX CROUSSE. Deep ROSE-RED showing no stamens. Incurved petals, surrounded by broad, prominent guard petals. For cutting and garden display.

FESTIVA MAXIMA. Paper WHITE with crimson markings. Very large - very double - a full rose type. Strong stems, numerous and tall.

KARL ROSENFIELD. A strikingly brilliant deep RED, semi-rose variety. Excellent as a cut flower and a show flower. Heavenly in the garden.

LADY ALEXANDER DUFF. Blush PINK. An immense flower with great broad rounded petals. A pale blush-pink with yellow stamens. A beautifully formed, sweet scented flower. Very floriferous. Very showy. Central petals touched with crimson.

MONS. JULES ELIE. Heavenly silvery PINK. Broad reflexing guards, high pyramidal body, semi-quilled petals. Most lasting cutting peony.

REINE HORTENSE. A uniform ROSE-PINK marked with crimson. Gives universal satisfaction both as a show and garden variety. Plant is tall with long stiff stems. Midseason.



Sarah Bernhardt

Stern's Hardiness Rating **AAAA**.

SARAH BERNHARDT. Deep ROSE-PINK. Excellent for show — superb in the garden. Late midseason. Apple-blossom-pink with each petal silver tipped. Fragrant.

INSPECTOR LAVERGNE. Outstanding new deep double red. An early bloomer. Its petals are delicately tipped with silver. Strong, upright stems producing unusual "show" blooms.

MME. JULES DESSERT. Very fine light silvery pink, fading to white. Well formed, tall, mildly fragrant. Excellent for garden or show room.

Postpaid: \$1.50 each; 3 for \$4.20; 10 for \$13.00.

STERN'S LIFE-TIME GIANT PEONY COLLECTION

(Group 24-453)

10 Double Giant Peonies (1 of each) \$13.00
5 Double Giant Peonies (Your choice) \$ 7.00 Postpaid.

EXTRA EARLY MAY FLOWERING VARIETIES

ALBA PLENA. Pure pearly WHITE. Very large, double. Tall stiff stems, strong grower, free bloomer.

ROSEA SUPERBA. Magnificent PINK. Big double flowers of delicate coloring. A strong grower, producing many straight tall stalks.

RUBRA PLENA. A blazing RED! Fadeless color, extremely dependable. Striking in garden and in vase. Excellent foliage, strong stems.

POSTPAID: Each \$1.50; 3 for \$4.20; 10 for \$13.00.

STERN'S MAY-FLOWERING PEONY

(Group 24-454)

3 plants (1 of each) for \$4.20, Postpaid.
6 plants (3 of each) for \$8.00, Postpaid.

A "DISCOVERY" FOR YOU!

GRACEFUL SINGLE

JAPANESE PEONIES

This rare type of peony is not very generally known in the United States. Flowers are extremely large—often a full 12 inches across. Their huge petals are broad and beautifully colored. The opened flower has one or more layers of guard petals which cup the mounted center like a flower within a flower—actually it is the stamens and anthers that are greatly enlarged forming a dense cushion. This center is vari-colored, giving the overall flower a dramatic color contrast never seen in other specimens. Extremely hardy, last a lifetime, easy to grow.

MIKADO

Oriental. Huge red petals surrounding a great dome of golden yellow stamens . . . a "flower within a flower." Tall strong stems need no staking.



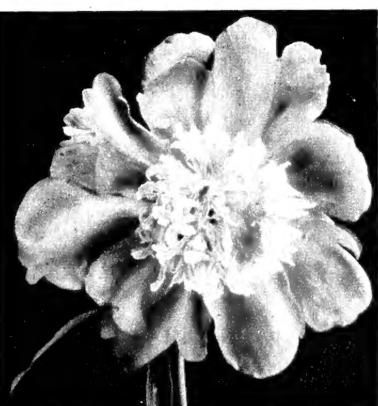
KINSUI

Large, light salmon-pink flower, with pure golden center. Unusual! Rare! TWO rows of petals!

POSTPAID: EACH \$2.00; 3 FOR \$5.50.

FUJI - NO - MINE

Pure lily white with huge golden cushion in the center. Huge! Spectacular! Dazzling! Resembles a giant poppy. A strong grower, producing many flowers.



HOW TO GROW A TECHNICOLOR* GARDEN
WITHOUT WORK!

Stern's
All-American

DAY-GLO DAYLILIES

(Hemerocallis Hybrids)

GUARANTEED:
BLOOMS FROM
JUNE THRU
SEPTEMBER.

MAGNIFICENT LILIES—called "All-American" because they thrive in any section of the country. Grow in any soil, sandy or clay, moist or dry—plant them in shade or sun—in the far north or deep south, east or west. Here's real trouble-free beauty. Just plant them and enjoy them. They practically take care of themselves.

STARTLING COLOR! A sensational range of dramatic color. Now you can cut tall graceful "Lilies" ranging from soft yellow to bright gleaming canary-gold . . . orange to almost fiery red . . . pink . . . purple . . . all the intermediate shades!

HUGE "EYE-OPENERS!" Far larger than old-fashioned types of daylilies. Frequently measure more than 6 inches across. They are a thrilling sight standing gracefully in your garden. Longer lasting, better formed, producing more flowers than any other we know of.

BLOOMS FROM JUNE UNTIL SEPTEMBER! Flowers in succession at different times from late Spring until early Fall. Most important to you—they'll produce most of their exquisite colorful beauty during the hot summer months—just when you need them. Fill July and August bare spots with colorful beauty.

SELECTED VARIETIES FOR 90 DAYS OF COLOR Many delightfully fragrant

AUTUMN RED. A velvety red with a long season of bloom. 15 to 20 flowers on well branched stalks. Aug.-Sept. 39 in. high.

CABALLERO. A flaring open flower of Pompeian red, powdered with flecks and dots of gold and henna. Luminous flowers of great charm on high branching stalks. July-Aug. 40 inches high.

DOLLY VARDEN. Open full flowers of Chinese coral with slight lines of deeper rose on the petals and sepals. Very floriferous with sturdy stalks. Lovely in half shade. July. 40 inches high.

MIKADO. Striking orange flowers with red spots on petals.

About 36 inches tall carrying delicately sparkling clusters of flowers. June-July.

HIGHLAND CHIEFTAIN. A large tubular self of wine purple with the color evenly distributed through the petals and sepals carrying well down into the cool yellow throat. July-Aug. 42 inches high.

HYPERION. Citron yellow and delightfully fragrant. The stems are gracefully thin and have exceptional substance. About 40 inches tall carrying delicately sparkling clusters of flowers. The finest yellow. July-Aug.

Postpaid: 3 for \$3.75; 10 for \$12.00; 25 for \$25.00.

STERN'S ALL-AMERICAN DAYLILY (GROUP 24-455)

6 beautiful colors - a rainbow of splendor from June thru Sept. Plant one of each color.
6 All-American Daylilies (1 of each) 6 bulbs for \$7.25, Postpaid.

If you do not have room for entire collection order half the collection, your color choice.
3 bulbs for \$3.75, Postpaid.

BRILLIANTLY COLORED — FALL BLOOMING "STAR FLOWERS" Stern's WINTER HARDY ASTERS

Sensational Novae Belgii Varieties.

AT LAST! This native American plant has been crossed with brilliantly colored, showy English varieties producing larger flowered types formerly hardy only in the mild regions along the English Channel.

EXTRA LONG BLOOMING PERIOD

These sensational new Hybrid types grow to an average height of 3 ft. Their colors blend perfectly into the mixed Perennial border. Colorful, large flowers are produced in immense quantities, blooming in late summer and continuing through October. An ideal cut flower. In a planting of Lilies or Tritomas they form a gay autumnal display making them a must for everyone's garden. GUARANTEED TO BLOOM NEXT SUMMER. Stern's Hardiness Rating AAAA.

OUTSTANDING NEW VARIETIES

To Bloom Next Summer.

JANET McMULLEN. Gigantic soft rose-pink. Long Pyramidal stems alive with color. Perhaps the largest flower of any aster.

PLENTY. The best and largest blue. Stems covered with bloom.

THE ARCHBISHOP. Mammoth new English Hybrid. Huge 2 in. semi-double blooms in massive sprays of rich deep blue-purple.

Postpaid: 3 for \$2.50; 6 for \$4.75; 9 for \$7.00.

STERN'S WINTER-HARDY ASTER COLLECTION

(Group No. 24-456)

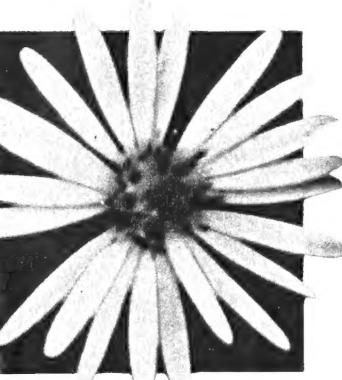
| | |
|-------------------------------|------------------|
| 3 Plants (1 of each variety) | \$2.50 Postpaid. |
| 6 Plants (2 of each variety) | 4.75 Postpaid. |
| 12 Plants (3 of each variety) | 9.00 Postpaid. |

*Reg. Trademark.

Unusual Everblooming Giant Flowered Aster Stern's WONDER OF STAFFA (Aster. Frikartii)

Considered by many as the outstanding garden plant introduced during the past 20 years. Large lavender-blue flowers up to 2½ in. across proudly borne on straight, strong stems. No other plant like it—a blaze of color from June 1st until the middle of November. Does well in light shade—or full sun. Excellent for cutting. **WILL BLOOM NEXT SUMMER.** Stern's Hardiness Rating AAA.

Postpaid: \$1.25 each; 3 for \$2.50; 6 for \$4.75.



Actual
Size



"Giant Desert Candles from Tibet"

Stern's Imported SPIRE LILY

THE EXOTIC GIANT EREMURUS From the Himalayan Mountains of Tibet

FLOWERS UP TO 10 FEET TALL

These are the towering "out of this world" flowers you've read about in travel books. Now, Stern's brings them to your garden — in all their colossal beauty and color.

One of the most dramatic and spectacular of all hardy perennials, their 10-foot spikes of brilliant color are a sight of unforgettable splendor!

Just imagine — flowers more than four feet long atop a six foot tall stalk! The flower is a thick-set open-bell of wonderful colors including shades of white, pink, yellow, apricot, and copper.

These magnificent giants are so rare in the United States that just a few planted in your garden will attract admiring gardeners for miles around.

Absolutely Hardy In Coldest U. S. Climates

Originated on the cold slopes of the Caucasus and Himalayas, they require only a light mulch for protection from the winter cold. Plant these rare "Desert Candles" during October and November in a sunny location in rich, well-drained soil. (Re-

member, they cannot stand "Wet Feet"). For giant growth, they require plenty of fertilizer. Apply Miracle-Gro every two weeks for spectacular results. Plant in groups of three or more for an amazing show of floral splendor.

Stern's Offers 3 Majestic Varieties

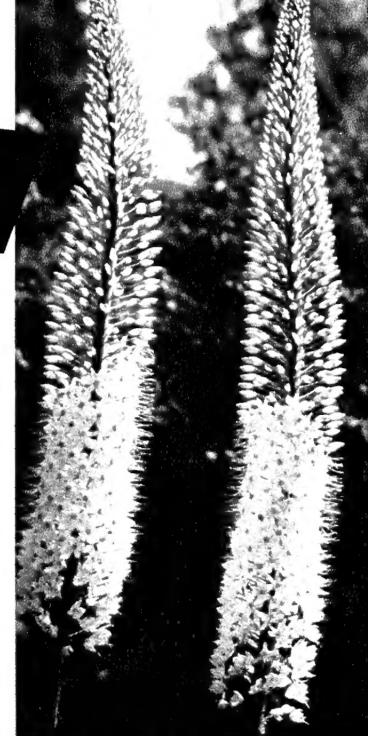
IMPORTED HEAVY ROOTS

Postpaid: \$2.00 each; 5 for \$9.50; 10 for \$18.

ROBUSTUS. Sends up spikes of 10 feet or more. Rose pink flowers last a full month during June. Flower spikes are five feet long. Foliage: blue-green. A spectacular beauty.

HIMALAICUS. A veritable giant. Extremely hardy. Sends up rigid towering spikes — the upper 5 feet is entirely covered with big, waxy, white cuplike flowers, centered with golden anthers, remain in bloom for more than four weeks.

BUNGEI. Extremely rare! This variety will flower yearly for from 10 to 15 years. Even more amazing, they often produce TWO massive spikes of golden yellow flowers, accented by deep orange anthers. As cut flowers they stay in bloom for many weeks.



Stern's SPIRE LILY COLLECTION Group 24-457

3 Spire Lilies (1 of each) \$ 5.50, Postpaid.
6 Spire Lilies (2 of each) \$10.50, Postpaid.
12 Spire Lilies (4 of each) \$20.00, Postpaid.

CHRISTMAS ROSES

(Helleborus Niger Altifolius)



The Miracle Winter Flower!

Blooms Outdoors From
October To March

EXQUISITE BLOSSOMS
ALL WINTER LONG!

Just imagine — CHRISTMAS ROSES in December in your garden! (exquisite rose-like flowers known botanically as Helleborus niger altifolius). Freezing temperatures and snow won't harm them. Even in mid-winter, a few mild days will bring on a spectacular array of these miracle flowers. Their lush, deeply cut leaves are decorative and evergreen the year 'round. Each plant stands about 8 inches tall. As autumn approaches, with its hints of winter, the Christmas Rose lifts its flower buds out of the ground to transform your garden into a botanical winter wonderland. If a cold snap catches them, they'll freeze solid—BUT, when the temperature rises and the sun shines, they'll open as if nothing had happened! Flowers stay showy for many weeks. They may be cut and brought indoors. Stern's hardiness rating: AAAA.

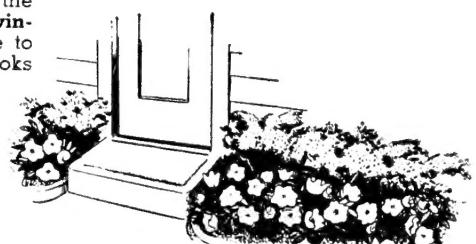
GUARANTEED TO GROW—PLANT THIS FALL. Plant these Christmas Roses in a semi-shaded location where they will be protected from the hot summer sun. They grow best where they get summer shade—but winter sun. They'll thrive in any good garden soil. Ideal locations—close to (or under) evergreens, in wooded areas, around trees, in shady nooks next to walls.

HAVE A WINTER SHOWPLACE IN YOUR GARDEN

An unforgettable sight! Plant these rare Christmas Roses as an evergreen border in front of foundation plantings. Plant where everybody will see and admire them. **Strong Plants, No. 1, with 3-4 Eyes.**

Postpaid: 3 for \$3.75; 6 for \$7.50; 12 for \$15.00.

Sensational Winter Display





GROW FOOTBALL MUMS IN OUTDOOR GARDENS

FLORIST EXHIBITION

CHRYSANTHEMUMS

Big Greenhouse-Type Chrysanthemums For Outdoor Gardens

GROW PRIZED MUMS IN YOUR OWN GARDEN

Now you can grow your own corsage Chrysanthemums. Stern's brings the big greenhouse-type Mums into your garden. These are the winter-hardy strain of the same Chrysanthemums sold by florists. Now you can enjoy beautiful bouquets every day for months and still have plenty left over every day for garden beauty. The flowers are frequently much larger than pictured here. The colors equal those offered as cut flowers by the finest florists. You must own them and pick them to really appreciate them!

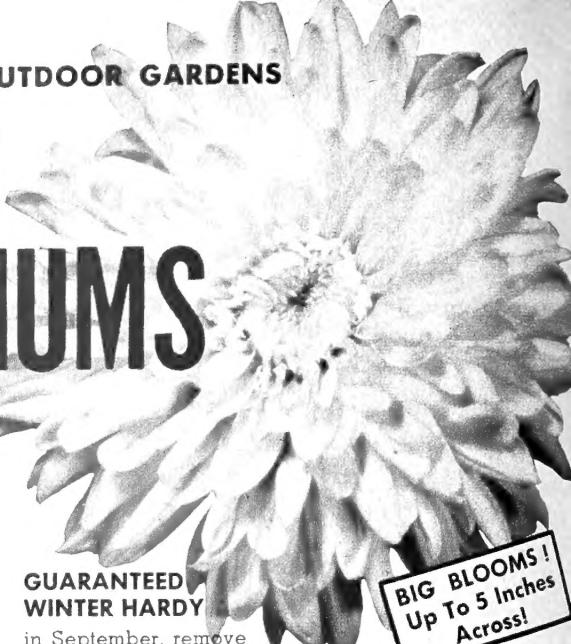
WHY STERN'S FLORIST EXHIBITION MUMS ARE GUARANTEED HARDY

Huge fields of experimental plants were allowed to winter-over outdoors in sub-zero temperatures. Thousands of plants were lost—but a few of the most hardy types survived. Again the survivors were subjected to this rigorous test and again many did not survive. Finally, by careful selection, only the very strongest—the “fittest”—were chosen. These are the Mums that will delight you with their vigor, their exceptional hardiness, their profusion of large and brilliant flowers.

BLOOMS SEPTEMBER, OCTOBER AND NOVEMBER

GUARANTEED TO BLOOM NEXT SUMMER

These Exhibition Chrysanthemums start blooming in September, reaching their peak of perfection in October and lasting throughout November. You will enjoy them for many years, yet they require little care. Just plant them in any good soil. They thrive in full sun as well as in partial shade. Grow 2½-3 ft. tall. For best results, a light mulch during the winter is recommended. For really giant-size Mums, remove in mid-summer all of the smaller stems, saving only a few of the strongest ones. When they begin to form flower buds, usually



GUARANTEED WINTER HARDY

in September, remove most of the smaller buds, leaving only one of the strongest on every stem which will develop into a giant flower. Beautiful in any garden, they form a perfect background for other hardy, low-growing Mums.

10 MAGNIFICENT COLORS

| | |
|---------------------------|---------------------------------|
| Golden Yellow (Vanguard) | Ruby Red (Ruby) |
| Deep Purple (Alert) | Light Lavender (Gladwin) |
| Snow White (Avalanche) | Deep Lavender |
| Scarlet-Orange (Huntsman) | (Orchid Helen) |
| Deep Pink (Jayett) | Golden Bronze |
| Creamy Yellow (Alabaster) | (Flaxen Beauty) |
| | Deep Cherry-Red (Glowing Coals) |

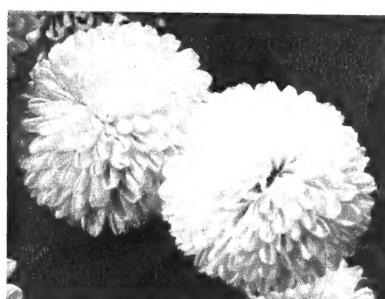
Field-Grown Plants No. 1. Your choice of Varieties.

3 for \$2.50 6 for \$4.75 10 for \$7.50
Postpaid

STERN'S HARDY FLORIST EXHIBITION CHRYSANTHEMUM COLLECTION

(Group 24-458)

10 Hardy plants (1 of each) for \$ 7.50
20 Hardy plants (2 of each) for 14.00 Postpaid
30 Hardy plants (3 of each) for 20.00



GAY AS A MEXICAN CARNIVAL STERN'S "WEATHER PROOF"

POM-PO and BUTTON CHRYSANTHEMUMS

Here's the perfect Mum for cut flowers. They'll lend a colorful carnival spirit to your home as well as your fall garden. Their stiff, short petals form rugged, compact blooms which hold their form and beauty even in early fall snows. As cut flowers they last longer than other types. Selected varieties for early blooms. GUARANTEED TO BLOOM. STERN'S HARDINESS RATING AAAA.

Heavy, Field-Grown
No. 1 Plants.
Postpaid: 3 for \$2.50;
10 for \$7.50; 25 for \$15.00.

CHIQUITA. Charming golden yellow. Upright 2 foot flower stems are covered with big clusters of globe shaped flowers. Excellent for cutting.

PEPITA. A real garden wonder! Opens a dark yellow—turns white when in full bloom. Rounded 2 foot plants—bloom in mid-September.

ROSITA. Wonderful light Persian rose. A perfect companion to Pepita, and a charming garden plant. Excellent for cut flowers. Blooms from mid-September.

RED GOLD. Showy, reddish orange-bronze. An early September bloomer, just perfect for colder sections.

RED GLOW. This blood red beauty will bloom and bloom. Straight firm stems are ideal for cutting purposes.

A BRAND NEW GARDEN SENSATION! STERN'S GOLDEN CARPET MUM

This startling new Carpet Mum has a place in your garden. It creeps along the ground growing about 2 ft. across and when in bloom is hardly 10 inches high. Looks like a magic, golden rug with glittering double, golden Pompon-like flowers 2 inches or more across. Just perfect for bedding, edging your perennial border or for fall bloom in the rock garden. Blooms from September 15 on. Stern's hardiness rating AAAA.

Postpaid: 3 for \$2.50; 10 for \$7.50; 20 for \$14.00.

STERN'S MEXICAN MUM COLLECTION

(Group No. 24-459)

5 Plants (1 of each) \$ 3.95
10 Plants (2 of each) 7.50 Postpaid
20 Plants (4 of each) 13.75

DAZZLING FLOWERS FROM AUGUST UNTIL FROST!

STERN'S
"THOUSAND
FLOWER" *
FLORIBUNDA
MUMS
(Cushion-type Chrysanthemum)

* Registered Trademark.

Bushels of flowers starting next summer!

**Every Plant Entirely Covered with Flowers
Blooms 8-10 Weeks Starting Next August.**

When in bloom all foliage is covered with colorful flowers, forming a spotlight of beauty in your garden. A spectacular vision of flaming color. These compact low-growing plants seldom exceed 12 inches high. Because they spread 2 feet or more, they are ideal for planting in front of shrubs or evergreens. As a garden plant they are unsurpassed, for they require almost no cultivation. Even when neglected they produce a brilliant mass of color that never gets out of hand. Unlike other types of Chrysanthemums, they never grow tall. Planted in a row, they form a wonderful low border that turns into a blaze of color at blossom time.

Very hardy. They'll repeat their amazing performance each year, multiplying in beauty and color with each succeeding year. Set plants not less than 18 inches apart.

Each Plant Bursts With Flowers

You've never seen such a profusion of colorful blooms. You'll have thousands of flowers surrounding your house . . . thousands of flowers for cutting — to brighten your home . . . armfuls of beautiful flowers for gift bouquets. Just plant a few of these Chrysanthemums for an almost unlimited supply of gorgeous color.

Choose From These 6 Best Varieties

| | | |
|---------------|----------------|----------------|
| Red Cushion | Pink Cushion | Yellow Cushion |
| White Cushion | Bronze Cushion | Purple Cushion |

AMERICA'S FINEST PLANTS

These "1000 Flower" Mums are selected plants with big vigorous roots. The finest grown anywhere. Absolutely No. 1 quality. Every plant guaranteed to bloom.

Field-Grown Plants, No. 1—Your Choice of Varieties.

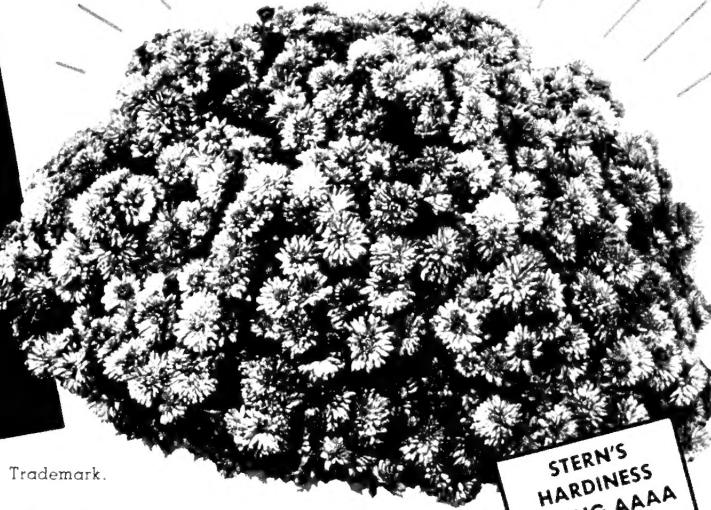
3 for \$2.50; 10 for \$7.50; 25 for \$15.00.

POSTPAID.

**Stern's "Thousand Flower" Mums
(Group 24-460)**

| |
|--|
| 6 Cushion Mums (1 of each color) for \$ 4.75 |
| 12 Cushion Mums (2 of each color) for 9.00 |
| 18 Cushion Mums (3 of each color) for 13.00 |
| 30 Cushion Mums (5 of each color) for 20.00 |

All Prices Postpaid.



STERN'S
HARDINESS
RATING AAAA

Each Plant a 2-Ft. Mass Display of Color

Each flower a masterpiece of Nature's handiwork. Each exquisite bloom is made up of hundreds of slender petals—arranged row on row in perfect symmetrical shape. Each flower is so perfect in shape and form you'd think they were greenhouse grown. Colorful beyond description! You'll be proud of every one. All blooming together, they make a spectacular picture of color that will bring glory to your garden at a time when brilliant color is most desirable.

HOW TO PLANT PERENNIALS

The average planting distance for perennials is 1 foot apart. Vigorous growing types such as Peonies and Sunglories (New Giant Hybrid Hibiscus) require as much as 3 feet. Work your soil to a depth of 6 inches and, if possible mix in some humus or other organic material.

PLANTING

Dig a hole about 3 or 4 times larger around than the roots of the plant. **Spread the roots out** and place the plant in the center of the hole with the crown upright. The "Crown" of the plant is the part that produces the leaves.

Gently firm the soil around the roots as you fill in the hole. **Water very freely** while planting and keep well watered thereafter. Be sure to feed your Perennials with Miracle-Gro complete plant food to get your plants off to a quick start; about 1 quart of solution to each plant.

REMEMBER — The crown should be just below the surface of the soil about $\frac{1}{2}$ to $\frac{3}{4}$ in. is best.

Do Not Cover Leaves or Leafy Growth With Soil.

CARE AFTER PLANTING

Be sure to keep plants well watered and well cultivated. Do not allow the plants to go to seed as this will weaken them. Once the plants have bloomed, remove the old blossoms.

WINTER PROTECTION

Alternate freezing and thawing of the ground causes most winter injury. A mulch of straw or leaves applied to the ground after it is frozen will prevent injury to most Perennials.

DIVIDING

Most Perennials make such a rapid growth that it is a good idea to divide them every few seasons. These large, old clumps often produce inferior bloom because the inside roots are crowded and starved. Perennials may be divided and reset in either early fall or spring.

MIDSUMMER
GARDEN
LIFESAVER!

Color Glory all Summer long, even in hottest weather!

STERN'S EUROPEAN TYPE

MULTI-FLOWER PHLOX

Blooms Gloriously Even in Withering Heat
Where Other Flowers May Fail!

Guaranteed To Bloom Next Summer

You'll be thrilled with this radiant garden glory! Each plant produces giant clusters of blooms—each head is like a huge bouquet. Imagine it—some individual blossoms are almost TWO inches across. Combined in a cluster, they give breath-taking color to your garden all summer long.

For season 'round garden color, you must not be without these Stern's hardy Phlox! Wonderful in smaller gardens where space is limited. A few of these plants supply color and beauty equal to many times their number in other types of plants.

Now available in selected harmonizing colors. While strong and vibrant, there is a pastel quality to each that eliminates color conflict, assures spectacular color glory.

Postpaid: 3 for \$2.00; 10 for \$6.00; 25 for \$14.00.

Stern's SPECIAL PHLOX COLLECTION

(Group 24-461)

Ten Harmonizing Colors of Hardy Phlox—1 of each. Guaranteed to bloom next summer for only \$6.00, Postpaid.

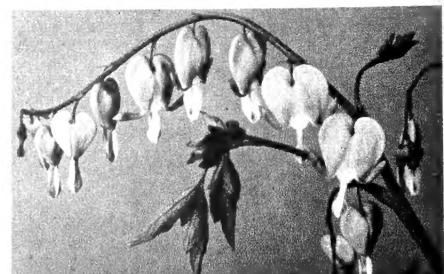
If you do not want the entire Collection, we will supply 5 Hardy Phlox Plants, your choice of colors, for only \$3.25, Postpaid.



LILY-OF-THE VALLEY

These delightfully fragrant white flowers are everyone's favorite. They will thrive in full shade as well as in more favorable spots. Here's just the right plant for the North side of your home where other plants have failed. We send clumps of at least 12 pips. Will bloom this coming season.

Clumps of 12 pips
\$1.00 each; 3 for \$2.50;
6 for \$4.75, Postpaid.



THRILLING OLD-FASHIONED BEAUTY IN YOUR SPRING GARDEN

Stern's BLEEDING HEART (DICENTRA SPECTABILIS)

An old-fashioned favorite; its pink, heart-shaped flowers resemble a graceful Valentine. One of the hardiest flowers, it thrives under adverse conditions—even when neglected for years. They do exceedingly well in partial shade, forming a graceful low-growing bush with hundreds of beautiful flowers.

Postpaid: 3 for \$3.25; 6 for \$5.95; 10 for \$9.00.

CARPET PHLOX COLLECTION (Group 24-462)

20 Carpet Phlox (5 of each color) for \$15.00
40 Carpet Phlox (10 of each color) for \$28.00
100 Carpet Phlox (25 of each color) for \$50.00
All Postpaid

EXTREMELY
RARE!



BREATHTAKING
BEAUTY IN VASES
STUNNING
FLORAL
ARRANGEMENTS

4 or 5 Big Tulips on One Stem



Record-Breaking Blooms Next Spring!

How to plant for most dramatic effect

Plant these remarkable tulips along walks where friends and neighbors will see and admire them. Plant them near (or under) evergreens to add color to foundation plantings. Spot plant them anywhere, for they need no tall background to show them off to their best advantage. Mix Red Bouquet and Creamy-White Bouquet for a magnificent two-tone color effect in the perennial border. Marvelous in rock gardens and beside your doorway. Plant in any garden soil—they thrive even in dry and unfavorable locations. Require almost no care. Just plant them and enjoy them. They bloom for years!



ONE MAGNIFICENT PLANT FILLS A VASE!

Stern's New Multi-Bloom

BOUQUET TULIP

Every Plant a huge bouquet

You can believe your eyes after you see these astounding tulips blooming in your garden. See four brilliant colored blooms on each stem—sometimes 5 or 6 individual tulips from one bulb! Each plant is a "collector's item" that will amaze other gardeners. Thrilling beauties of glorious scarlet—or outstanding creamy-white—framed by rich, broad foliage—a gorgeous bouquet from each plant.

These New Multi-Bloom Bouquet Tulips are an outstanding development by our Holland Tulip breeder, absolutely new in this country. They bloom in May, grow around 24 inches tall, branching at 8 or 10 inches in height with 4 or more glorious flowers.

"SHOWPLACE" BLOOMS!

Every Spring, these dazzling new Bouquet Tulips burst forth to beautify your home. Don't be without them! Easiest Tulip to grow. Require absolutely no care; thrive even in dry and unfavorable locations. Bulbs increase each year, developing into big clumps year after year. A lasting investment in matchless beauty!

NOW AVAILABLE IN THREE OUTSTANDING COLORS

RED BOUQUET. A mass of satiny, cup-shaped flowers all growing out of the same stem. 4 and often 5 flowers growing 24 to 28 inches high. A remarkable and handsome flower. Blooms in May.

CREAMY-WHITE BOUQUET. A perfect complementary color to accent your Red Bouquets. 4 to 5 gracefully large white flowers carried on strong stems 18 to 24 inches high. The flowers are oval shaped with an exquisite texture. Blooms in May.

RED AND GOLD BOUQUET. A brilliant, sparkling ray of sunshine touched with the red of an evening sunset. 4 to 5 exquisite golden yellow flowers delicately enhanced by a dainty edge of red.

Top-Size Holland Bulbs, your choice of Scarlet, Creamy-white or Tu-Tone Red and Gold.

Postpaid: 10 for \$2.50; 25 for \$5.25; 50 for \$10.00;
100 for \$18.00.

DELICATE JEWELS IN YOUR GARDEN!

Stern's Dwarf QUADRUPLET TULIPS

PRÆSTANS FUSELIER

EXTREMELY RARE!

Exquisite dwarf size of the huge Bouquet Tulips. You'll love having these Miniatures too. They're indispensable for earliest spring color around your home and in rock gardens. The first Tulip to bloom; right after Crocus, and at the same time as Daffodils. They're glorious spots of scarlet color in your garden—four or more beauties growing from each bulb—like masterpieces of a jewelry craftsman.

GUARANTEED FLORAL "GEMS"

Will grow anywhere with practically no attention. Plant here, there and everywhere around your home. Stern's guarantees exquisite blooms next spring unconditionally.

Top-Size Holland Bulbs, Scarlet Red only.

Postpaid: 3 for \$1.50; 10 for \$4.25; 25 for \$9.50; 50 for \$18.00;
100 for \$35.00.

EXQUISITE BORDER TULIP 6 to 8 INCHES HIGH

These Dwarf Quadruplet Tulips are an ideal border flower for your beautiful springtime garden. Plant them in the garden where you plant crocus, for they bloom very early in the spring—immediately following crocus. Plant them in a ring around trees or in the rock garden. They are among the easiest of all tulips to grow.



4 to 6 MINIATURE TULIPS
ON ONE STEM!

EXTRAORDINARY PERSONAL SELECTION GROUP!

DARWIN TULIPS

Stern's tulip experts
select Holland's Most Beautiful

Darwin Tulips for American growing conditions

Here's a sure sensation for your garden! Stern's Holland tulip breeder personally selected these 10 varieties as the finest and most beautiful tulips of all time for cultivation under American climatic conditions. Their large flowers of spectacular colors and shades, on strong graceful stems, are a sight of rare splendor. And these Stern's selected tulips excel in a surprising **longer blooming period**—your assurance of thrilling delight even with a warm, short spring.

Every tulip in this Stern's Personal Selection Group has been carefully checked under all types of American weather and growing conditions. Their early bloom, strong frost-resistant buds, their sturdy growth of stem and foliage, and their exceptionally long period of bloom make these the outstanding tulips for experts and beginners, too! The ten varieties in this Stern's Personal Selection Group represent, in the opinion of our Dutch experts, your finest investment and reward in tulip beauty. **GUARANTEED TO BLOOM.**

Top-Size Holland bulbs, your choice of named varieties.

| | | | | |
|-----------|---------------|---------------|---------------|-----------------|
| Postpaid: | 10 for \$1.50 | 25 for \$3.25 | 50 for \$6.00 | 100 for \$11.00 |
|-----------|---------------|---------------|---------------|-----------------|

STERN'S PERSONAL SELECTION DARWIN TULIPS

ARISTOCRAT. Lovely shade of silvery rose, shading into carmine-rose toward the center. Unusually large, oval-shaped flower of great beauty.

CLARA BUTT. Lovely old-time clear salmon-pink. Base white marked and blue. Lovely in the garden or as cut flower.

DUKE OF WELLINGTON. A delightful, pure white flower of great beauty and substance, having white anthers and a white base. The beautifully shaped flowers are very large and will last as long as three weeks in the garden or when cut. This is, in our estimation, the finest of all the white tulips.



ECLIPSE. Glowing deep blood-red with white marginated, dark blue base. An elegant, very attractive larger flower.

INSURPASSABLE. Lively lilac, turning slightly lighter towards edges. Very large flower of great substance.

PRIDE OF ZWANENBURG. Exquisite shade of old rose with a delicate, silvery flushed rose toward the edges. The interior is a stunning watermelon pink with white base. Very large flower which always attracts great attention.

QUEEN OF THE NIGHT. A really black tulip of great beauty! One of the darkest tulips ever introduced. The large flower is held on a strong, straight stem. The unusually dark color lends itself to magnificent color combinations.

SCARLET LEADER. Most brilliant glowing scarlet flower on tall straight stems.

SUNKIST. The best yellow Darwin. The flowers have great substance and are borne on tall, sturdy stems. The extremely thick petals enable it to withstand extreme weather conditions.

YELLOW EMPEROR. Warm, golden yellow. The flower is unusually large and egg-shaped. Very attractive and effective.

Named Variety Collection

DARWIN TULIPS (24-463)

100 Darwin Tulips, Named Varieties (10 bulbs of each) for \$11.00 Postpaid

50 Darwin Tulips, Named Varieties (5 bulbs of each) for \$ 6.00 Postpaid

25 Darwin Tulips, Named Varieties (5 bulbs of any 5 varieties) for \$ 3.25 Postpaid



RAINBOW MIXTURE

DARWIN TULIPS

Our most popular collection of Holland-grown Darwin Tulips for real reason! We have placed in it many famous "name varieties" that were considered surplus in Holland—would otherwise cost you considerably more if purchased by name.

Stern's has carefully blended the colors in this Rainbow Mixture to give your garden a stunning harmony of hues usually seen only in finest professional gardens! Each tulip is selected for largest size, height and strength of stem, brilliance and purity of color. Each flower is a masterpiece in itself—all together they form a spectacular, breathtaking display that will make your grounds a showplace of floral splendor. **Plant an extra quantity exclusively for cutting.**

Top-Size
Holland Bulbs
25 for \$2.25
50 for \$4.25
100 for \$8.00
200 for \$15.00
Postpaid

"TROPICAL PLUMAGE" IN YOUR GARDEN!

 Stern's "Bird of Paradise"

PARROT TULIPS

FRINGED PETALS LIKE MULTI-COLORED FEATHERS

These rare, exotic Parrots are called "Bird of Paradise" tulips by Stern's Dutch experts, because their flashing petals resemble the plumage of flamboyant tropical birds! You must see them to realize their extraordinary beauty. Each petal is naturally laciniated and fringed like a rare multi-colored feather. They bloom in late May, usually at the same time as Darwin Tulips. For spectacular display, plant in groups or as a border in front of shrubs and evergreens. Their amazing colors and unusual shape make them especially breathtaking in flower arrangements. If you appreciate exciting color-beauty, we urge you to plant some Stern's "Bird of Paradise" tulips this Fall. Especially, don't miss **BLACK PARROT**, which are superb for floral arrangements and are sure to be a focal point of your garden.

We know you'll be thrilled with these new, uniquely-shaped Tulips—delightful "conversation pieces" whenever and wherever you show them! **GUARANTEED TO BLOOM.**

Top-Size Holland bulbs, your choice of named varieties.

| | 10 for | 25 for | 50 for | 100 for |
|----------------|--------|--------|--------|---------|
| Postpaid | \$1.95 | \$4.00 | \$7.50 | \$13.50 |

COLLECTION 24-464

25 Parrot Tulips (5 bulbs of each) for \$4.00 Postpaid
50 Parrot Tulips (10 bulbs of each) for \$7.50 Postpaid

Fantasy

BLUE PARROT. Bright violet—flushed to steel blue flowers that are extremely large. Irregularly shaped blooms with wavy petals.

FANTASY. The exotic beauty of this attractive, richly colored clear rose-pink bloom is highlighted by the emerald green markings and spots on the back of the petals. Its coloring combined with its large flowers have made it the favorite parrot tulip.

FIREBIRD. This brilliant red is a recent addition to the parrot class. Exceptionally large flowers whose beautifully ruffled petals are marked on the outside center in green.

ORANGE FAVORITE. The most fragrant tulip. Glistening deep orange in color with a yellow base.

SUNSHINE. Another new Parrot tulip of clear, golden yellow. Medium tall stem. This lovely beauty will grace your garden.



Black
Parrot

BLACK MAGIC IN YOUR GARDEN! Stern's presents the

BLACK PARROT TULIP

This rare Tulip can be offered in limited quantity only. The exquisite color is a purplish black, with a very glossy sheen. The tremendous flowers are much larger than most Parrot varieties and are carried on tall, erect stems growing 28 inches high! These unique Tulips are unsurpassable for floral arrangements. **Please order early.**

Top-Size Holland bulbs.

Postpaid: 5 for \$1.75; 10 for \$3.25; 25 for \$7.25; 50 for \$14.00

UNUSUAL NEW GARDEN BEAUTY stern's **LILY FLOWERED TULIP**

(Maytime)

The Aristocrat Of The Tulip Family

Our Tulip breeders in Holland have just released this new variety of Lily Flowering Tulip. You may be familiar with the old fashioned Lily Flowering Tulips whose long slender flowers with delicately curved, pointed petals—resemble the Lily. This outstanding new variety has an unusually large flower of intense, glowing, reddish violet shading to light, silvery violet toward the edges. It will command great attention in your garden. Is valuable for border planting and as an accent and focal point in various parts of the garden. **ORDER EARLY. OUR SUPPLY IS EXTREMELY LIMITED.**

Postpaid:

3 for \$1.50

6 for \$2.75

10 for \$4.00

Maytime





RUFFLED PETALS

EROS. Huge compact flower of clear old rose tinted silvery rose toward the edges of the petal.

MOUNT TACOMA. Perfectly shaped flowers of pure white, some petals tinted with green.

NIZZA. New peony-like bloom in a beautiful combination of yellow and red.

ROCKET. Truly a dazzling beauty! The large Peony flowers are the most brilliant, fiery-red imaginable! Deserves a well-chosen, and "Strategic" position in every garden where it can be shown off splendidly.

UNCLE TOM. A very unusual and attractive shade of dark maroon-red with a glossy sheen. The flower is very large and carried on a very strong, erect stem. Creates a very nice effect in the garden.

BREATHTAKING MANY-PETALED BEAUTIES! STERN'S **DOUBLE** **PEONY-FLOWERED** **TULIPS**

Spectacular Blooms Up to 6 Inches Across

IMAGINE IT—unusual, lush tulips that closely resemble the magnificent Peony flower! Their many ruffled petals of brilliant clear color make them extremely valuable both as garden specimens and as cut flowers. Wonderfully fragrant, too. These exciting specimens grow approximately 18 to 20 inches high and bloom in early May.

(Because of their huge flower, it is desirable to develop a strong erect stem, accomplished by assuring a little shade during part of each day.)

To fully appreciate the bold and brilliant beauty of these spectacular tulips you should plant in groups of at least 3 of a variety, and preferably more. Plant in the foreground in the border or in front of evergreens, they'll add that "showplace" effect which every garden needs.

You'll find Stern's Peony-Flowered Tulips a most reliable, gorgeous variety that will produce unique beauty for many years. Truly one of your best and most rewarding garden investments. **GUARANTEED TO BLOOM.**

Top-Size Holland bulbs, your choice of named varieties.

Postpaid: 10 for \$2.35; 25 for \$4.75; 50 for \$9.00; 100 for \$17.00

COLLECTION 24-465

50 Double Peony-Flowered Tulips (10 of each) for \$9.00 Postpaid

25 Double Peony-Flowered Tulips (5 of each) for \$4.75 Postpaid

15 Double Peony-Flowered Tulips (3 of each) for \$3.25 Postpaid

A RARE ARTISTIC MASTERPIECE! **REMBRANDT TULIPS**

Many people have never seen these unusual hybrids. Instead of a single solid color the flowers are a combination of colors in delicate patterns. Our mixture was especially selected for us by our Dutch grower for color harmony—red and white, maroon and yellow, mahogany and gold, blue violet and white—as perfectly blended as the colors on the artist's palette.

Top-Size Holland bulbs—Mixed colors only.

Postpaid: 10 for \$1.75; 25 for \$4.00; 50 for \$7.50; 100 for \$14.00



A TRIUMPH IN TULIP BREEDING!

STERN'S **EXOTIC** **PEACOCK TULIPS**

Never before have such rare, gay color combinations been captured in Tulips. These delightful Tulips unfurl their blossoms full and wide and thereby reveal the gorgeous, contrasting colors of the interiors just as the Peacock proudly displays his feathers. The foliage is an added attraction, for it is distinctly striped purple and brown.

The long-lasting flowers are continuously in bloom from the time of the early to the late-flowering Tulips. Very valuable for planting in front of the shrubbery, under trees and shrubs, in the rockery, as well as throughout the border. Their heights vary from 8-18 inches. The supply is so limited they can be offered in mixture only. **GUARANTEED TO BLOOM.**

Top-Size Holland Bulbs.

Postpaid: 5 for \$2.50; 10 for \$4.50; 25 for \$11.00; 50 for \$21.00

STERN'S TULIP SENSATION OF THE YEAR!

STERN'S GIANT TULIPS

NOW AVAILABLE IN

5 NEW

fluorescent
COLORS

- ★ **Blazing Red** — Improved Red Emperor.
- ★ **Shocking Pink** — Rosy Wings.
- ★ **Creamy White** — Queen of the North.
- ★ **Vivid Lavender** — Geo. Grappe.
- ★ **Sunburst Gold** — His Excellency.

Now you can have the world's largest tulips in FIVE dazzling FLUORESCENT colors . . . colors so brilliant they appear electrical! Formerly these rare tulips sold for **\$1.00 each**—were exhibited only in botanical and estate gardens. Now you can enjoy this rare spectacle in your own garden at prices lower than ever before. Each one has that "prize tulip look." You'll love them, you'll be proud they're yours.

Each Color Variety a Masterpiece of the Tulip Breeder's Art

Each tulip in this exclusive Stern's collection is one of the most unusual tulips in the world. Large and rounded, some grow to a height of 18 inches, others over 3 ft. tall. Each variety a veritable giant. Some are among the first flowers of spring, blooming very early in April, along with daffodils and hyacinths. They will bloom in succession continuously until the end of May. What's more, their lovely flowers remain perfect for a month or more. A permanent investment in spring-time beauty, once planted they need no further care and come up year after year.

COLLECTION 24-466

| | | |
|-----------|--------------------------------|------------------|
| 15 bulbs | 3 of each color listed above, | \$ 3.50 postpaid |
| 25 bulbs | 5 of each color listed above, | 5.00 postpaid |
| 50 bulbs | 10 of each color listed above, | 9.50 postpaid |
| 100 bulbs | 20 of each color listed above, | 18.00 postpaid |

A FLAMING SPECTACLE OF DAZZLING SCARLET!

"COLOSSUS" RED EMPEROR TULIP

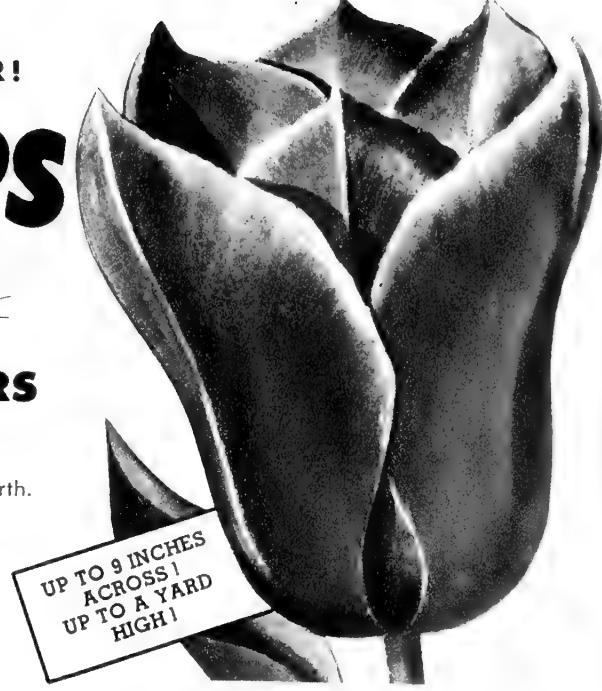
Read this and hold your breath! Imagine Emperor Tulips with EXQUISITE 12" BLOOMS . . . ON STRONG 24"

STEMS! Opens in the sun like a tremendous Oriental Poppy displaying a brilliant black center, bordered with yellow. An early and long bloomer.

FIRST IN AMERICA. Our hybridizer in Holland has just rushed us a very limited supply of the BRAND NEW "COLOSSUS" RED EMPEROR (Worcester). Dazzling intense scarlet. If you order right away, you can be one of the few to have these colossal, record-breaking blooms in your garden showplace.

Top-Size Holland Bulbs.

Postpaid: 3 for \$1.50; 10 for \$4.50; 25 for \$10.00; 5 for \$1.8.



"MAMMOTH SIZE" BULBS

Rare Giants Imported From Holland

Rare is the word for these huge bulbs—for there are only a very few available each year even in Holland. These giant size bulbs are the largest size sold. They will of course produce the largest flowers—and therefore the most beautiful and spectacular. Now Stern's presents an exclusive collection of blazing new colors that will dazzle you with their fluorescent beauty.

HOW TO PLANT BULBS

The culture of bulbs is simplicity itself. They must have a well-drained soil, preferably one with sand and humus in it. Contrary to popular opinion, the roots of bulbs grow very deep. Give them at least 6 inches of fertile soil into which to grow.

The depth at which to plant varies with the different species. Many gardeners plant bulbs too close to the surface where they are subject to alternate freezing and thawing, and where they may suffer from heat during the summer. Plant when the soil is fairly dry.

There are two methods of getting the bulbs into the ground. One is to remove the soil to a desired depth, set the bulbs in place on the exposed surface, and then replace the soil. You would usually use this method if you wanted all the bulbs of the same variety to bloom at exactly the same time. The second method is to make a hole in the soil with a trowel for each individual bulb, place the bulb at the bottom and filling in soil over it. Using this method, you would not be likely to get all of your bulbs at exactly the same depth and, as a result, they would bloom in succession.

TULIPS. Plant 6-8 inches deep and 5-6 inches apart in late October and November.

HYACINTH. Plant 5-7 inches deep and 7 inches apart.

HERALDS OF SPRING (Crocus). Plant 3 inches deep and 3 inches apart. Heralds of Spring will last for years with no special care.

DAFFODIL (Narcissus). Plant 5-6 inches deep and 6-8 inches apart.

LILIES. Lilies should have good drainage such as a gentle slope can provide. Candidum should be planted with not more than one inch of settled soil over the top of bulbs. All others should be planted about 5-7 inches deep.

GIGANTIC
BLOOMS



STERN'S SUPER-FRAGRANT DUTCH HYACINTHS

Few flowers can compare with the color, beauty and fragrance of these select Stern's Hyacinths. Our Holland breeding farms have for many years selected as reproduction stock, not only the most brilliantly colored and largest sized flowers, but also the most fragrant. While nothing can take the place of color and size in a Hyacinth, we also believe that **fragrance** is of prime importance. So we've developed our Dutch Hyacinths as super-fragrant, their exquisite perfume thrills beyond description—intoxicating, unforgettable haunting. For a garden experience of sheer delight, consider these Stern's Super-Fragrant Hyacinths a "must" for you!

OUTSTANDING NAMED VARIETIES

DELFT BLUE. Large compact truss with exquisite bells of bright, porcelain blue.

QUEEN OF THE WHITES. Excellent spike of purest white bells, unsurpassed for bedding.

PINK PEARL Pretty, rosy pink bells produced on large spike. An early bloomer and one of the finest pinks.

DUTCH HYACINTH COLLECTION (24-467)

36 Dutch Hyacinths, named varieties (6 of each) \$8.75

18 Dutch Hyacinths, named varieties (3 of each) \$4.75

6 Dutch Hyacinths, named varieties (1 of each) \$1.75

All Postpaid

JAN BOS. An outstanding rich scarlet. Its large, fragrant blooms have never been surpassed. Excellent for using at accent points.

OSTARA. Lovely china blue bells on tall, sturdy spikes. This new variety is an outstanding advance over older less fragrant types.

YELLOW HAMMER. Lively, yellow flowers produced on large, broad spike make this an exceptionally fine variety.

Postpaid: 10 for \$2.75; 25 for \$6.25;
50 for \$11.75; 100 for \$22.00.

STERN'S MASTERPIECE COLLECTION !

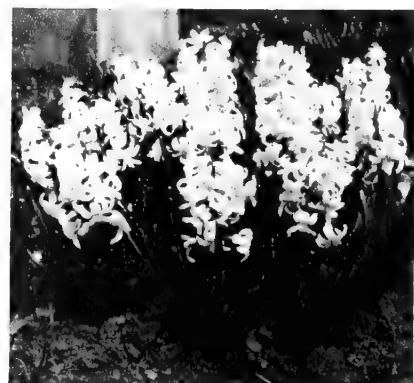
RAINBOW MIXTURE DUTCH HYACINTHS

Sweet Scented—Colorful—Large Flowering

We believe this is the finest collection of imported Dutch Hyacinths available in America! This famous Stern's Masterpiece Collection is made up **exclusively** of "name varieties" that individually sell for many times more than our special collection price. In this collection you'll find (not labeled, of course) famous Stern's varieties . . . PLUS many rare varieties that cannot be offered by specific name because of their scarce supply. Stern's Dutch Hyacinth Masterpiece Collection is composed of top-size imported bulbs especially selected for their vivid color, strong stems, fragrance and hardiness—truly a garden epicure's dream come true!

Top-Size Holland Bulbs.

Postpaid: 10 for \$2.25; 25 for \$4.75; 50 for \$8.75; 100 for \$16.75.



SENSATIONAL "ORCHID-LIKE" IRIS RAINBOW DUTCH IRIS

Our hybridizers in Holland have developed spectacular Iris beauty never seen before—ravishing colors and combinations to rival even the most brilliant sunset. Imagine—golden yellow, deep blue, lemon yellow, light blue, and pure white! Never such colors, such brilliance before!

You must find room in your garden for these wonderful new Iris. Plant them in any well drained soil in full sun. They will thrive and multiply, filling your garden with indescribable beauty and radiant joy.

Plant them in groups for most striking color effects. Because of their shallow rooting habit, they can be planted around all kinds of shrubs, roses, perennials and annuals. Plant them wherever color is desired.

COLORS—GOLDEN YELLOW, PURE WHITE, RICH BLUE.

Top-Size Holland Bulbs,
your choice of colors.

Postpaid: 25 for \$1.75; 50 for
\$3.25; 100 for \$6.25

Top-Size Holland Bulbs,
Mixed Colors, not labeled.

Postpaid: 50 for \$2.00; 100 for
\$3.75; 200 for \$7.00

RAINBOW DUTCH IRIS COLLECTION

(24-468)

150 Dutch Iris (50 of each color) for \$7.75

75 Dutch Iris (25 of each color) for \$4.00

30 Dutch Iris (10 of each color) for \$1.95

ALL PRICES POSTPAID

MULTI - FLOWERED, COLOR BRILLIANT SPECIMENS !

Stern's Imported SPRING FLOWERING CROCUS

You'll agree once you own them that no home with more than a square foot of earth is complete without these Stern's Selected Spring Flowering Crocus! Many say — "Spring is not here until the crocus christens with its color the world reborn." These Stern's Dutch Crocus Specimens are unusually brilliant in color — larger in size and extremely early to flower. The bulbs are of largest size, producing many flowers from a single plant. They multiply with amazing rapidity, increasing in number and size with every passing year. Once planted, they take care of themselves, reward you bountifully! We recommend that you plant these lovely crocus liberally this fall.

COLORS—PURPLE, BLUE, WHITE, STRIPED, YELLOW.

Top-Size Holland bulbs, your choice of colors.

Postpaid: 25 for \$2.25; 50 for \$4.00; 100 for \$7.50.

Mixed Colors, not labeled. Postpaid: 25 for \$1.75; 100 for \$6.75; 1000 for \$62.00.



Snowdrops and Crocus.

CROCUS COLLECTION (24-469)

**100 Crocus (20 of each color) for \$7.50 Postpaid.
50 Crocus (10 of each color) for \$4.00 Postpaid.**

**Plant Crocus
For Early
Spring Color**



Early Blooming CROCUS SPECIES

These delightful Crocus bloom weeks before the more common varieties producing charming clusters of purple-blue, yellow or white blossoms—**as many as 12 flowers from a single bulb!** Our supply of this unusual variety is extremely limited. **Please order early.**

Top-Size Holland bulbs. Mixed colors.

POSTPAID: 25 for \$2.25; 50 for \$4.00; 100 for \$7.00.



Blue Grape Hyacinth.

HERALDS of SPRING

CHIONODOXA (Glory of the Snow). Lively blue flowers with a white heart that bloom at the same time as the crocus. Create a lovely display in either regular or rock gardens. Flowers are borne loosely on stems 4-5 inches high.

BLUE GRAPE HYACINTHS (Muscari). Excellent for edging, under trees and in rock gardens. The little spikes are closely set with large round bells resembling grapes. Bloom in April.

SCILLA CAMPANULATA (Wood Hyacinths). Mixed colors of blue, white and pink borne on erect flower spikes about 15 inches high. Bloom during May and early June—grow in sun or shade—even under trees. Ideal for naturalizing—excellent as cut flowers.

SCILLA SIBIRICA (Blue Squill). Intense blue flowers on graceful spikes. Blooms early April—does well everywhere. Effective in masses.

SNOWDROPS (Galanthus). Lovely white nodding blooms—often before the snow is gone. At their best in mass plantings; ideal for naturalizing. Do well in semi-shade or sun.

Postpaid: 25 for \$1.50; 100 for \$4.50; 250 for \$10.50.

HERALDS OF SPRING COLLECTION 24-470

A lovely mixture of Grape Hyacinths, Scillas, Glory of the Snow, Snowdrops, and Crocus. Planted together they achieve a very picturesque show for many weeks in the early spring.

Postpaid: 50 for \$2.00; 100 for \$3.75; 250 for \$8.75; 1000 for \$33.00.



Scilla Sibirica.



ALL-TIME GIGANTIC SPECIMENS!

DAFFODILS and NARCISSUS

STERN'S

★ GIANT TRUMPET DAFFODILS

This is a "bonus" year for Stern's Selected DAFFODILS—never before have we seen such magnificent specimens! Thru arduous selection and breeding, they appear larger, brighter, bursting with golden glory. Guaranteed to give exceptional satisfaction! These specimens will glorify your garden next spring—and each year thereafter they will flourish and increase in number and dominating beauty.

Plant Stern's Golden Trumpet Daffodils among your tulips, under trees in wooded sections, among evergreens. They'll harmonize with any color, enrich any landscape plan. For a heart-warming thrill that transforms winter into glorious spring, be sure to plant these extraordinary specimens around your home and garden now. **GUARANTEED TO BLOOM.**

King Alfred
Daffodils

DAFFODIL COLLECTION (24-471)

| | |
|---|-------------|
| 100 Giant Trumpet Daffodils (25 of ea.) | for \$27.00 |
| Postpaid | |
| 40 Giant Trumpet Daffodils (10 of ea.) | for \$12.00 |
| Postpaid | |
| 20 Giant Trumpet Daffodils (5 of ea.) | for \$ 6.25 |
| Postpaid | |

KING ALFRED. Rich golden yellow trumpet and perianth. The trumpet is deeply frilled and curved. Excellent for forcing and bedding.

MUSIC HALL. Giant bicolor with white perianth and yellow trumpet. Fragrant. Excellent for garden, cutting and exhibition purposes.

BEERSHEBA. Lovely in the garden and highly prized for cutting. Glistering white perianth with a longer, pure white trumpet.

FLOWER CARPET. Very free flowering variety producing large, bold flowers of lustrous deep yellow. Perfect in form, substance. Flowers held high and erect.

Top-Size Holland Bulbs, your choice of named varieties.

Postpaid: 10 for \$3.25; 25 for \$7.50; 50 for \$14.00; 100 for \$27.00.

★ GENERAL MIXTURE FOR NATURALIZING

of Golden Trumpet Daffodils, Short-Cupped, Double, and Cluster Narcissus.

Yes, here's practically "eternal" beauty! These sturdy, hardy flowers will bring you springtime beauty **every year**. Like a carpet of gold and silver — they form a glorious display of floral beauty seldom equalled. Once planted, they need no special attention—each year they increase in number and in beauty. Don't miss this lifetime investment in gardening beauty!

Postpaid: 25 for \$2.25; 50 for \$4.25; 100 for \$7.50; 1000 for \$72.00.

STERN'S

★ RED CUP NARCISSUS

You'll love these gay, outstanding Narcissi—especially prized for their exquisite shape, striking color and incomparable fragrance. They're equally charming in a formal garden or rock garden, or as cut flowers in the home. When left undisturbed they increase in beauty and number each year. No springtime garden is complete without these magnificent Stern's Red Cup Narcissus.

Postpaid: 10 for \$2.25; 25 for \$5.50; 50 for \$10.00; 100 for \$19.00.

★ THE PINK DAFFODIL

At last, an almost perfect true pink daffodil — extremely rare! Our Holland breeder has agreed to supply the select pinkest of the entire crop exclusively to Stern's Nurseries' customers. While no daffodil is a true pink these Stern's Pink Daffodil types come closer to this glorious achievement than all others. Because they multiply with amazing rapidity and because of their striking appearance anywhere in the garden, we predict that soon this variety of daffodil will equal the popularity of Golden Trumpet. Plant them among your white narcissi and you'll gasp at how their unusual rich pink color forms a most dramatic, thrilling contrast! A few of these bulbs will reward you with years of garden pleasure.



The Pink Daffodil.

Top-Size Holland Bulbs

Postpaid: 3 for \$1.50; 10 for \$4.25; 25 for \$10.00; 100 for \$34.00.

AMAZING NEW GARDEN THRILL!

STERN'S CHAMPION

LILIES FOR A LIFETIME

PRIME VARIETIES!
CHOICEST BLOOMS!

HARDEST PLANTS!
RICHEST COLORS!

Stern's brings you only Lilies that have been "garden-tested," the hardest plants and choicest blooms that have survived severest U. S. climatic conditions. Here are magnificent specimens selected only by Stern's, guaranteed only by Stern's. Expert and beginning gardeners who have planted Stern's Special Selected Lilies will tell you they give fullest thrilling satisfaction—unbeatable anywhere!

GLORIOUS BLOOMS GUARANTEED
MAKE YOUR SELECTION NOW!

Plant any or all of these Stern's Lilies-for-a-Lifetime this fall. Stern's guarantees that you'll reap richest rewards—multi-colors, beauty, size, contour—and in many cases, glorious fragrance. These hardy plants will bloom as early as June until September. They'll bloom magnificently year after year. Very easy to grow, thrive anywhere. Be sure to order an assortment of Stern's Matchless Lilies-of-a-Lifetime. You'll be thrilled next year, and year after year thereafter!

GIANT OLYMPIC. Truly an "All-American" Lily—Giant Olympic will bloom freely all over America. Huge trumpet shaped flowers, 7-9 inches long and 3-6 inches across. Large clusters of blooms on sturdy 4-5 ft. stems. This unusual seedling strain has pleasing variations in form and color, from pure white to deep ivory with golden throats and shades of pink on the outside. Starts flowering in July and continues for several weeks. Very fragrant. Plant 5-7 inches deep in full sun or partial shade—leave undisturbed—Will increase in size and beauty year after year. WILL BLOOM NEXT SEASON

SELECTED LARGE BULBS: Postpaid: \$1.00 Each; 3 for \$2.75; 6 for \$5.00; 9 for \$7.25.

GOLDEN CHALICE. Exquisite new hybrid. The color ranges from a light lemon yellow to yellow and gold. Large clusters of magnificent flowers, 4-5 inches across. Blooms in June on sturdy



Giant Olympic Lilies

stems 2 ft. high. A hardy vigorous hybrid that will thrive in all sections of the country. Drought resistant—thrives in dry locations. Plant 7 inches deep, in sun or partial shade. WILL BLOOM NEXT SUMMER

SELECTED BULBS: Postpaid: Each \$1.00; 3 for \$2.75; 6 for \$5.00; 9 for \$7.25.

ENCHANTMENT (P.P. 862). One of the most beautiful of all lilies. Upright flowering with large blooms of nasturtium red. Blooms in late June—flowers last for weeks. A blaze of color on 4 ft. stems. Great heads of flowers 4-5 inches across. Hardy, everywhere—vibrant and disease resistant. Plant 7 inches deep, in sun or partial shade and in a well drained location. WILL BLOOM NEXT SUMMER

SELECTED BULBS: Postpaid: Each \$1.00; 3 for \$2.75; 6 for \$5.00; 9 for \$7.25.

ENCHANTMENT COLLECTION (24-472)

- ENCHANTMENT
- GIANT OLYMPIC
- GOLDEN CHALICE

1 each of all 3, Postpaid: \$2.75; 2 each of all 3, \$5.00;
3 each of all 3, \$7.25.

STERN'S HARDY MULTI-COLORED "HOLLANDIA LILIES"

The varieties included in this special collection have been collected from the far corners of the world to grace your garden with their loveliness—their uncommon charm and unusual colors. All of these varieties have stood the "test of time." They bloom freely year after year and will bloom in your garden next summer. Plant 6-7 inches deep, in sun or partial shade.

CANDIDUM (Madonna Lily) 4 ft. Blooms in June. Sweet-scented, broadly funnel-shaped, pure white flowers with yellow anthers.

ORANGE TRIUMPH. 4-5 ft. Blooms in June. Cup-shaped orange flowers produced in clusters of 7 or 8.

RED UMBELLATUM (Lilium Umbellatum Erectum). Bright red blooms shading to deep orange with a yellow center. Good sized flowers with strong 2-3 ft. stems. Blooms in late June and July

REGALE. 3-5 ft. Blooms in July. Completely satisfactory in all sections of the country. Prolific blooms of white sweet scented flowers.

SPECIOSUM RUBRUM. 3-4 ft. Blooms in August and September. Established bulbs produce 4-10 beautiful rose-pink spotted crimson flowers.

Postpaid: 3 for \$1.65; 10 for \$4.50; 25 for \$11.00.

"HOLLANDIA" LILY COLLECTION (24-473A)

20 Hardy Garden Lilies (4 of each) \$8.75 Postpaid.
10 Hardy Garden Lilies (2 of each) \$4.50 Postpaid.



Speciosum Rubrum

BLOOMS LIKE
THIS IN YOUR
GARDEN.
GUARANTEED

NOW—After 28 years... A Rare Horticultural
Achievement!

EXCLUSIVE
STERN'S PRESENTATION

NORTHERN STAR ENGLISH WALNUT TREES

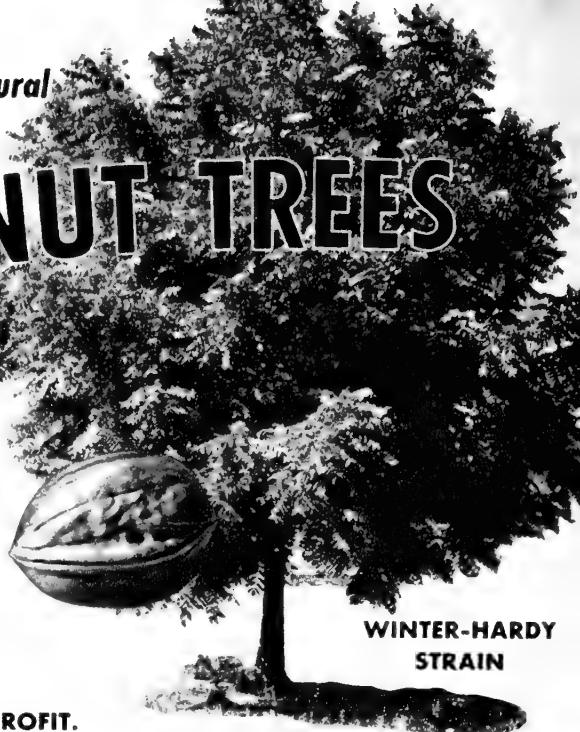
2495

GUARANTEED HARDY
AT 20 DEGREES BELOW ZERO

These are the famous English Walnut Trees you've always wanted. Magnificent trees that produce those wonderful golden-brown nuts—formerly grown only in California and in certain Southern States. Now—Stern's Nurseries **exclusively** brings you the NORTHERN STAR strain of the rare ENGLISH WALNUT—guaranteed perfectly hardy even in coldest northern sections. Now, these glorious trees will grow and bear even in areas where winter temperatures drop to almost 25 degrees **below** zero! For those who appreciate the unusual in garden beauty—and the rich flavor of delicious nut meats—here is the rarest find of all.

A LIFETIME OF BEAUTY, SHADE, FOOD AND PROFIT.

These remarkable trees were originally brought to Geneva, N. Y., from nearby Canada almost 30 years ago. Year after year, as expert nurserymen propagated these trees, they developed a superior strain that was extremely winter-hardy and reliable—producing nuts **EVERY YEAR!**



WINTER-HARDY
STRAIN

They are among the easiest to grow of all trees—almost 100% trouble-free and require little or no care. You won't even have to reach up to pick the nuts—when ripe they simply fall to the ground. Plant one of these wonderful trees **NOW**—gather a lifetime of pleasure, beauty and good eating.

LARGE ENGLISH WALNUTS 1½ to 2 inches in diameter. Rich golden-brown in color. Thin shelled. Very sweet and meaty. Delicious flavor. Highly valued commercially. Self-fruitful, but cross-pollination with a second English Walnut increases crops. Grows 40 to 50 ft. high.

FINEST NO. 1 QUALITY TREES—Strong—well grown with heavy roots.
4 to 6 ft. \$5.00 Each; 2 for \$9.50; 5 for \$23.00; 10 for \$45.00.
3-4 ft. \$3.50 Each; 2 for \$6.50; 5 for \$15.50; 10 for \$30.00.

2490A BLACK WALNUT

Black Walnut producing a prolific supply of giant-size nuts that measure up to 2 inches in diameter. Tree hardy in coldest sections. An excellent shade tree. Maturity height, 40-60 ft. **3-4 ft.: \$4.00 each; 5 for \$19.00; 10 for \$38.00.**

STERN'S WINTER HARDY CHESTNUT TREES

Here's a thrilling addition to your home! Beautiful shade trees that produce an abundance of healthful, nutritious food. Stern's famous Chinese Chestnut Trees are guaranteed blight-resistant. You enjoy luscious nuts so easily—when ripe the burrs split open and delicious, ready-to-roast Chestnuts drop to the ground. You gather a lifetime of pleasure and good eating. No home is too small for some of these beautiful and useful trees.



Ever taste FRESH ROASTED CHESTNUTS?

Chestnuts roasted over an open fire or on a stove will always remain a thrilling memory. It is an American tradition. Perhaps you remember Chestnut stuffing served with Thanksgiving turkey—luscious beyond description. There are many uses for these delicacies.

Stern's hardy Chestnuts are full of flavor, sweet and even larger than those of the old-fashioned native tree. These large, tender glossy brown nuts are prized by those who love good food.

STERN'S NUT TREE COLLECTION (Group 24-495)

1 Northern Star English Walnut
1 Black Walnut, 2 Chinese Chestnuts.

Four Hardy Nut
Trees—3-4 ft.:

FOR ONLY \$12.50

ENJOY YOUR OWN FRESH-ROASTED CHESTNUTS



STERN'S BLIGHT-RESISTANT STRAIN CHINESE CHESTNUT TREES

Developed from a special Chinese stock, many trees have already produced nuts while still in our nursery. Vigorous growers, early bearers, many produce their first crop within two years. Stern's Chestnut Trees are guaranteed blight resistant.

MIRACLE TREES FOR BEAUTY, SHADE AND CROPS
Not only will these sturdy trees produce crops of large, sweet, delicious, full-flavored nuts but they rapidly develop into lovely shade trees 30 to 40 feet high. Plant at least 2 trees for pollination.
2460 G QUICK CROP size, 4-6 ft. Each \$5.00;
2 for \$9.50; 4 for \$18.00.
2460 A STANDARD size, 3-4 ft. 2 for \$6.00;
5 for \$14.00; 10 for \$27.00.
2460-B ORCHARD size, 2-3 ft. 2 for \$3.00;
5 for \$6.00; 10 for \$10.00 Postpaid.

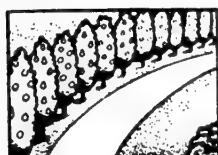
FOR ONLY \$12.50

STERN'S FRUIT TREE OF TOMORROW!

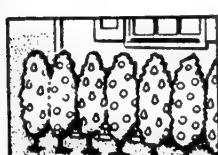
VERY RARE
FLOWERING

APPLE & PEAR HEDGES

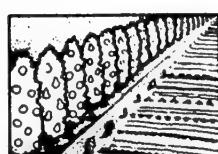
Stern's Dwarf Columnar Fruit Trees



Line Paths
and Walks



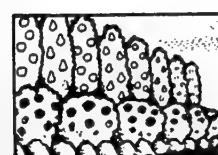
Flowering "Mural"
Foundation Planting



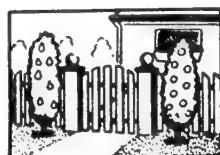
Gorgeous "Fence"
For Vegetable Garden



Flowering "Screen"
For Terrace Privacy



Background For
Flower Garden



Magnificent
Living Gateposts



From the magnificent estates of Europe comes this exciting new idea for American homes—exquisite "hedges," "screens," "fences," "partitions," "wall murals"—that beautify and bear fruit at the same time! Stern's brings you exclusively wonderful Dwarf Vertical Cordon Trees that are remarkable for their striking beauty, small size and fruit-producing quality.

Just imagine the path to your home, or your yard or terrace, lined with these amazing, gorgeous trees! In Spring, they're covered with beautiful, fragrant blossoms. As Spring turns to Summer, the lovely buds swell into colorful fruit—luscious apples and pears—that ripen 'till you pick them in the Fall. The heavy, thick growth or rich green foliage frames the fruit—makes each tree a thing of entrancing beauty through the seasons.

HOW YOU PLANT STERN'S APPLE AND PEAR HEDGES

Set each sturdy tree three feet apart to form a "hedge" . . . as the foliage grows, it intertwines beautifully . . . forming an exquisite decorative hedge from which you pick delicious, glorious fruit! They grow to a height of 8 to 10 feet (but can be pruned to any height desired)—no trellis or other support is needed.

WHERE TO PLANT THESE AMAZING DWARF TREES

Planted separately, each tree is a perfect specimen of graceful beauty . . . a stately column of flowers and fruit. Plant single trees in the corner of your property, as living gateposts or as a specimen planting on your lawn. Plant them side by side for cool privacy, as an exquisite flowering "partition" anywhere. You'll find many places around your home where these unusual dwarf trees will add beauty and give you the enjoyment of delicious fresh fruit.

EXTREMELY RARE IN AMERICA

Only Stern's brings you these genuine Dwarf Vertical Cordon Trees. These exciting beautiful trees are a garden "conversation piece"—inspired by gorgeous European estates, they are so unusual, so spectacular, that your neighbors will stand around them, gazing in amazement. Now you can be one of the first in America to exhibit these unique trees.

EASY CARE—MEANS ABUNDANT FRUIT!

These magnificent trees are extremely easy to care for. All they require is a little light pruning. During June and July when growth is most rapid, the new lateral shoots which have developed should be pruned back keeping the side branches trimmed to a length of 6-8 inches. If you desire the branches can be allowed to grow until they mingle with those of the neighboring tree—forming a flowering and fruiting "screen."

ABSOLUTELY HARDY—GUARANTEED TO LIVE AND BEAR FRUIT!

These remarkable trees withstand the severest winters of Sweden and Norway. They thrive wherever apple and pear trees can be grown. You'll pick big delicious apples—and huge sweet pears within 2 years—if you plant now. The fruit is as large or larger than standard.

For Pollination—Plant 2 Different Varieties of Apples or Plant 2 Different Varieties of Pears.

Simple directions accompany every shipment.

Dwarf Vertical Cordon Trees, 2-yr., 3 1/2-4 1/2 ft. 2 for \$9.50; 4 for \$18.00; 10 for \$40.00.

1250A.—V.C. Red Delicious Apple
1255A.—V.C. Red McIntosh Apple

1435A.—V.C. Bartlett Pear

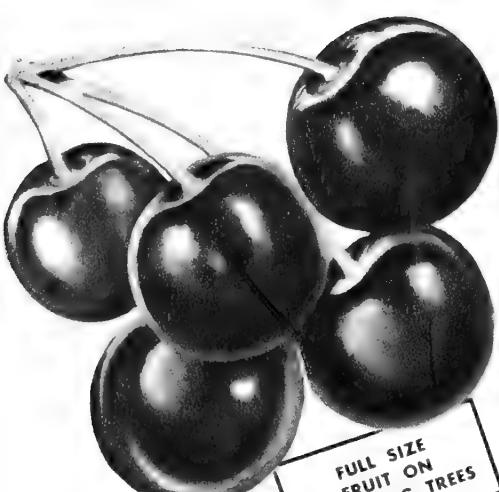
1440A.—V.C. Clapp's Favorite Pear

STERN'S DWARF VERTICAL CORDON COLLECTION (Group 24-474)

One of each variety—2 Apples, 2 Pears,

4 Dwarf Vertical Cordon Trees

For Only \$18.00.



Famous Stern's CHERRY TREES

BEAR YOUNG! BEAR EVERY YEAR!

SUGAR-SWEET CHERRIES FOR DELICIOUS FRESH FRUIT

Now enjoy delicious home-grown Cherries—pick baskets full of juicy ripe Cherries from your own beautiful tree. You can plant these Stern's trees right in your lawn for marvelous ornamental effect. Their colorful blossoms are magnificent in the spring. In shape and foliage these wonderful trees are famous for their graceful beauty. Loaded each year with brilliant Cherries, they are a sight to make you proud. Plant at least two varieties of Sweet Cherries for cross-pollination. Sour Cherries are self-fruitful. Stern's Hardiness Rating AAA

Quick Crop Trees, on semi-dwarfing Mahaleb Rootstocks, 2-year, 5-6 ft. Usually begin to bear three years after planting **Each \$3.00 10 for \$25.00**

Standard Trees, on semi-dwarfing Rootstocks, 1-year, 4-5 ft. **2.50 23.00**

- ↳ **1550. BLACK TATARIAN.** Early July. Sweet, bright, purplish-black. Juicy and rich. A prolific bearer.
- ↳ **1570. NAPOLEON.** Early July. Sweet and large. A pale yellow with bright red cheek.
- ↳ **1580. SCHMIDT'S BIGARREAU.** Mid-July. The largest of our Oxheart Cherries, this almost black variety is extremely sweet and very juicy.
- ↳ **1590. WINDSOR.** Late July. A dark red Oxheart Cherry, very large, sweet, firm and rich.

THE KING OF THE PIE CHERRIES!

HEAVY-YIELDING BLACK ENGLISH MORELLO

Truly a "Double Treat"! English Morello is famous for its delightful tang which makes it perfect for pies. If allowed to ripen on the tree the fruit sweetens making a wonderful eating cherry. Ripens in late July. Makes an excellent small shade and fruit tree for the home yard as it grows only 10-15 feet high.

Grows almost as well in partial shade as in full sun. The only fruit tree which can be grown successfully on the Northern side of your home. Will bear fruit the second year.

1522. Well-branched trees 4-5 ft. Each \$2.50; 3 for \$7.00

STERN'S CHERRY TREE COLLECTION (GROUP No. 24-495A)

- 1 Black Oxheart Cherry (Schmidt's Bigarreau)
- 1 Red Oxheart Cherry (Windsor)
- 1 Yellow Oxheart Cherry (Napoleon)
- 1 Pie Cherry (English Morello)
- 4 Quick Crop Cherry Trees, 5-6 ft.

For only \$11.50

The same collection in Standard Trees, 4-5 ft., 4 trees, for only

\$9.00

STERN'S EARLY BEARING PLUM TREES

NEW IMPROVED VARIETIES THAT BEAR BIG CROPS EARLY! WONDERFULLY FLAVORFUL!

Just-picked plums are a favorite fruit with the entire family! What juice and flavor! Full of vitamins! Now you can enjoy them to your heart's content—pick them fully ripened, sweet as sugar from your own beautiful tree.

These improved Stern's Hardy Plums bear a good crop the second or third year planted. Each year they produce an increasingly heavy crop of delicious large Plums.

The trees themselves are real beauties! Small in size, they are ideal decorative specimens in lawn and garden. The Plum blossoms in the springtime are exquisite and fragrant. Many experienced gardeners prefer them to the ornamental Flowering Cherry which bears no fruit. All of our Plum trees are self-fruitful. Stern's Hardiness Rating AAA

Quick Crop Trees. 3-year, 6-8 ft. Usually begin to bear the second year planted **Each \$3.00 10 for \$25.00**
Standard Trees. 2-year, 4-5 ft. **1.75 15.00**

STERN'S BACKYARD ORCHARD GROUP 24-475B

Carefully selected to produce an ample supply of varied fruits for an average family. Look what you get!

- 2 Cherry Trees (Black Tatarian, Windsor)
- 2 Apple Trees (Red McIntosh, Yellow Delicious)
- 2 Pear Trees (Bartlett, Clapp's Favorite)
- 2 Plum Trees (Reine Claude, Stanley Prune)
- 2 Peach Trees (Elberta, Golden Jubilee)

**ALL 10 QUICK CROP
FRUIT TREES
FOR ONLY**

\$26.00



STANLEY PRUNE

1660. **STANLEY PRUNE.** September. Very popular. An annual and early bearer of large, dark blue, juicy, sweet Plums.

1655. **SHROPSHIRE DAMSON.** October. This medium-size, dark purple fruit grows in thick clusters on an enormously productive tree.

1620. **ITALIAN PRUNE.** September. Dark, purple, juicy, delicious.

1650. **REINE CLAUDE** (Green Gage). September. Finest Plum for eating and canning. Large, pale yellow, marked with red. Good bearer.

**SELECTED JUICY-RICH PEACHES
FOR THE HOME GARDEN!**

Stern's Famous

HARDY PEACH TREES

**THE FASTEST GROWING OF ALL
THE FRUIT TREES**

These famous Stern's selected PEACH TREES will amaze you with their vigor, rapid growth and abundance of fruit, usually within two years after planting! Because these trees were developed from hardy northern stock in our nurseries just outside of Geneva, N. Y., you can transplant them anywhere with assurance that they will thrive. All of Stern's selected Peach trees are self-fruitful. Any variety planted alone will bear heavy crops.

- 1700. **ELBERTA.** Late September. America's favorite, this variety will thrive wherever Peaches are grown. Large, yellow, juicy, rich in flavor, dependable. Freestone.
- 1685. **BELLE OF GEORGIA.** Early September. A vigorous tree of high productivity. Fruit is large and white fleshed. Freestone.
- 1710. **GOLDEN JUBILEE.** Early September. Its firm flesh makes it a good long-distance shipper; its yellow, tender, sweet characteristics make it a popular favorite; its hardy vigor makes it a "must" for your garden. Freestone.
- 1715. **HALE-HAVEN.** Mid-September. Large, yellow, juicy and freestone. Perfect for freezing.
- 1740. **RED HAVEN**

A wonderful new Stern's Peach—extremely valuable to orchardist and home gardener because it ripens fully a month before Elberta—ripens in late August. Fruit is large, almost a solid red. Flesh is golden yellow, firm, sweet and delicious. Freestone and of very high quality. A vigorous grower even in coldest climates. A very heavy producer.

QUICK CROP TREES, 2-yr., 6-7 ft., usually bearing the second or third year planted. Each \$3.00; 10 for \$25.00.

STANDARD TREES, 1-yr., 4-6 ft. Each \$2.00; 10 for \$18.00.

**SEE PAGE 27 FOR STERN'S
EXCLUSIVE GOOSEBERRY
TREES!**

STERN'S PEACH COLLECTION

(Group No. 24-476)

**5 QUICK CROP Peach Trees, 6 to 7 ft., one
of each variety listed, for only**

\$13.75

**The same collection in Standard Trees, 4 to
6 ft., 5 trees for only**

\$9.25



Red Haven.

Stern's Hardiness Rating AAA

STERN'S DWARF ORANGE QUINCE

For Prize-Winning Jelly, Jam and Marmalade

This tree, which seldom grows more than 6-8 ft. high, is covered with large pink and silver blossoms every spring. Produces bushels of bright golden yellow fruit, so highly prized for their luscious, tantalizing, zesty flavor. This unusual tree is self-fruiting. One tree planted by itself will yield excellent crops year after year! Will bear the second year.

1785A. Orange Quince, 2-yr., 3-4 ft. Each \$3.00; 2 for \$5.75.

NEW ORNAMENTAL FLOWERING RED-LEAF PEACH

Stern's "Royal Red"

RED LEAF PEACH

5585 B

**BEAUTIFUL IN FLOWER—COLOR—
FOLIAGE—AND FRUIT**

Something entirely new—a lovely ornamental tree for your lawn, producing an abundance of edible fruit.

The tree is most outstanding with its red foliage which creates a pleasing contrast with the green of the lawn. The color is bright red in spring, stays red all summer, and changes to deep maroon in the fall. Deep rose blossoms cover the tree in early spring, creating a most colorful picture.

During summer and fall the tree is loaded with a crop of small, perfectly round edible Peaches about 1 1/2 inches in diameter, colored red all over the fruit. The flesh is white with a delicious sweet flavor. The tree grows around 8 to 10 ft. tall at maturity.

This is an entirely new tree and our supply is limited. Please order early.

Selected No. 1 Trees, 4-6 ft. Each \$3.00; 3 for \$8.50; 10 for \$25.

DWARF



Dwarf Cortland Apple.

Dwarf Apple Trees, grafted on semi-dwarfing Malling No. 1 rootstocks, 2-year, 3½ to 4½ ft. 2 for \$7.50; 4 for \$14.75; 6 for \$22.00.

1205A. **BALDWIN**. November-May. Leading commercial sort in New York State and New England. Large, bright red Apples from this vigorous producer.

1210A. **CORTLAND**. November-February. One of the newer varieties that has demonstrated a combination of the flavor of McIntosh with the handling capacity of Baldwin.

1215A. **RED DELICIOUS**. December-February. One of the finest winter Apples. Dark red with crisp, fine grained flesh of excellent flavor. Hardy, vigorous, an annual bearer.

1220A. **RED McINTOSH**. October. Extremely hardy, bears young and annually. A leading commercial sort for New York State and New England. Very attractive red.

1217A. **YELLOW DELICIOUS**. October-March. Queen of the yellows! Large, juicy, yellow Apples of exceptional quality and flavor. Bears young and heavily.

1240A. **YELLOW TRANSPARENT**. August. Early yellow Apple of excellent flavor. Hardy and prolific bearer.

Plant TWO varieties 15 or 20 ft. apart for cross-pollination.

NEW
VARIETIES

STERN'S MIRACLE FRUIT TREES

Choice Fruits—The Pride of Your Household

FIRST
TIME OFFERED **Winter Hardy APRICOTS**

The two most recent introductions of the Geneva Experimental Station. Specifically developed for their rugged hardiness in our Western New York climate and for their ability to yield year after year. Beautiful semi-dwarf trees of modest size for finest ornamental effect rarely growing more than 12-15 ft. Luscious fruit, delicious right off the tree, delectable as jam or sauce. Fine for freezing. Hardy wherever Peaches grow. Plant these two outstanding new varieties for cross-pollination.

Apricots ripen right after cherries and before peaches. These new varieties have borne fine crops of extra-large fruits even when older varieties have failed.

1765A. **Geneva**.

1766A. **Henderson**.

1-2 year trees, 4-5 ft.: 2 for \$5.50; 4 for \$10.00.

Perfect for the new one-story or split-level rambling home—these "Flower 'n Fruit" trees are gracefully low and spreading. They'll do wonders in softening the hard sharp corners of your house—providing a sweeping accentuation of building lines that will actually make your home look larger. Taller growing trees frequently tend to dwarf the appearance of your house — while these RANCH-STYLE trees combine into the harmonizing lines. The result is a picture of grace and beauty.

STERN'S "LITTLE GIANT" DWARF APPLE TREES

Beauty Shaped—Flowerful—Productive

Exclusive! Stern's brings you a tree that is perfectly suited for the modern one-story ranch type home. These Stern's "Little Giant" Dwarf Apple Trees will be one of the most talked about trees on your place.

Covered with Apple Blossoms Every Spring. Real sized blossoms, just like big orchard trees. Exquisitely colored white and pink. It is a marvelous sight to see these remarkable trees, heavy with flowers, softly waving in the warm spring air like a cloud of color.

Loads of Big, Orchard-Size Apples. Actually bigger than the fruits produced by regular Standard Apple trees. As an optical illusion, these giant Apples seem enormous hanging on the drooping branches of a tree only 8 to 10 ft. high. More color for your home—red and yellow varieties—accent points of color from July until late fall.

Bear Apples Frequently 2nd or 3rd Year Planted. No long waiting. These Stern's Dwarf Trees are a wonderful investment. The first bushel of Apples you pick actually pays the complete cost of your trees. Additional years of production and priceless beauty and enjoyment are then yours without cost.

STERN'S AMAZING DOUBLE BUDED

DOUBLE
BUDED

1595A SWEET CHERRY TREES

Here's the newest product of Stern's Horticultural Research! Now with Stern's exclusive "Double-Budded" Sweet Cherry Trees you need plant only one tree. You'll not only get large crops of sweet, mouth watering cherries but your tree will cross-pollinate itself.

TWO OUTSTANDING VARIETIES

DEEP RED SCHMIDT'S BIGARREAU. The largest Ox-heart cherry; extremely sweet, very juicy.

GOLDEN YELLOW EMPEROR FRANCIS. Giant sweet golden-yellow. Bright Red Cheeks.

You'll pick all the fruit you want and thrill to the amazing sight of a single tree bearing 2 different colors of fruit.

Well-branched Trees, 4-5 ft., Only \$4.00 each; 3 for \$11.00.

TREES FOR THE HOME OF DISTINCTION

Fruit TREES

In the spring these shapely trees are covered with clouds of pastel colored blossoms. Their beautiful spreading lines are covered with rich green foliage from early spring until late, late fall. In late summer and fall, their beauty is accented with sparkling fruits—large delicious fruit, the kind you buy in quality fruit stores—only twice as tasty! Don't let another spring go by without planting a few of these magnificent "Flower 'n Fruit" trees close to your lovely home.

STERN'S "LITTLE GIANT"

DWARF PEAR TREES

Imagine! A small tree—not more than 4 feet high loaded with delicious pears the second year planted. Friends and neighbors will gather around it and ravel. These amazing Stern's "Little Giant" Dwarf Pear Trees grow no higher than you can reach. They produce wonderful **full size** fruit—even larger than that produced by many regular size trees. That is due to our special rooting stock, a type of root developed especially for these wonderful trees. Stern's Little Giant Dwarf Pears will remain dwarf—are guaranteed not to grow higher than 6 to 8 feet!

STERN'S MINIATURE ORCHARD

(Group 24-477)

This collection was carefully selected by Stern's Board of Selection as the ideal fruits for an average family. It will produce an ample supply of health-giving, delicious, tree-ripened fruit that will not only save hundreds of dollars on food bills but will supply delightful beauty to your home.

2 Dwarf Pears (Bartlett and Clapp's Favorite),
2 Dwarf Apples (Red McIntosh and Yellow Delicious)
4 Trees for Small Space and Early Crops.

For Only \$14.00



Dwarf Bartlett Pear

Dwarf Pear Trees, grafted on dwarfing Quince of An-gers rootstocks, 2-year, 3½-4½ ft.

2 for \$6.75; 4 for \$13.00; 6 for \$19.50.

1435A. BARTLETT. September. The leading commercial Pear, is also the best for canning. Tree bears abundant quantities of golden yellow fruit. Flesh is tender, juicy and of delicious flavor.

1440A. CLAPP'S FAVORITE. August-September. This large yellow favorite thrives where others fail. Fruit is rich, sweet and juicy. Tree is hardy and productive.

1445A. DUCHESSE d'ANGOULEME. October-November. Dull yellow fruit mottled with russet. Flesh is firm and rich. Fruit grows to enormous size. Bears early and heavily. Blight resistant.

1480A. SECKEL. August-October. A delicious little Pear that is the standard of excellence. Skin is yellow-brown with brown-red cheek when ripe. Very productive.

Plant TWO varieties 10-15 ft. apart for cross-pollination.

2-3-5 DIFFERENT FRUITS ON A SINGLE TREE!

ANOTHER GREAT STERN'S FIRST

TRIPLE
BUDDED

TRIPLET PEAR TREE

3 Outstanding Varieties On 1 Tree!

This unusual tree is excellent for the small home owner. Beautiful in flower . . . beautiful in fruit. It makes a wonderful shade tree in the front or back yard. Only one tree makes a complete orchard. Now you can pick luscious eating — canning and pickling pears from the same tree. If you have room for only 1 Pear Tree choose the TRIPLET. 3 leading varieties — Bartlett, Clapp's Favorite and Seckel. BEARS EARLY.

Quick Crop Trees
3-year, 5-7 feet.

\$4.00 EACH
3 for \$11.00

AVAILABLE
ONLY FROM
STERN'S

5 KINDS OF APPLES ON A SINGLE TREE!

FIVE
IN
ONE

QUINTUPLETT APPLE TREES

1265A. A complete orchard on one tree. Imagine the delight of picking red, yellow and striped apples from the same tree, ripening in succession from summer through the winter months. Make beautiful shade trees . . . self-pollinating. If you have room for only a single tree—choose the Quintuplet. Enjoy these fine-tasting, popular apples from a single planting. Baldwin, Jonathan, Red Delicious, Red McIntosh, Yellow Delicious.

STERN'S MIRACLE 3-TREE ORCHARD

(Group 24-478)

10 OUTSTANDING VARIETIES ON 3 TREES

1 Quintuplet Apple Tree
1 Triplet Pear Tree
1 Double Cherry Tree

3 MIRACLE TREES
FOR ONLY
\$11.00.

Quick Crop Trees
3-year, 5-7 feet.

\$4.00 EACH
3 for \$11.00

NEW "LANDSCAPING" IDEA IN GARDEN BEAUTY

Stern's Lifetime GRAPES

FOR BEAUTY, PRIVACY, DELICIOUS FRUIT

Plant Grapes as you would plant Climbing Roses. Stern's Grape vines are famous not only for their quality and productiveness—but also for their exquisite beauty. Their graceful leaves accented by clusters of colorful Grapes are perfect for growing on split-rail fences, trellises, porches, walls, etc. Even the smallest city home can now enjoy this wonderful fruit. Stern's Hardiness Rating AAA

Our 3-year-old Grape vines are beautiful plants. It is not unusual that they bear some fruit the first year planted. As much as 6 lbs. of fruit are produced the second year and crops up to 25 lbs. from a single vine are reported during the third season.

Plant Grape vines on a warm spot, such as a side of a building or board fence. The additional heat of such a site will help to mature your Grapes better. All of our Grape vines are self-fruitful. Plant them 6 ft. apart.

STERN'S RED, WHITE AND BLUE

VINEYARD

(Group 24-479)

3 QUICK CROP VINES
3-year, No. 1 (one each of Agawam, Concord, and Niagara)
\$3.45 Postpaid

6 QUICK CROP VINES
3-year, No. 1 (TWO each of Agawam, Concord, and Niagara)
\$6.60 Postpaid

12 QUICK CROP VINES
3-year, No. 1 (FOUR each of Agawam, Concord, and Niagara)
\$12.00 Postpaid

Quick Crop Fruiting Age Vines, 3-year, No. 1
(Agawam, Concord, Niagara). **Postpaid: Each \$1.25; 10 for \$10.00.**

2013G. CONCORD. Blue. The undisputed leader with commercial growers! Color blue-black. Bunches are large. Excellent for shipping, perfect for Grape juice.

2003G. AGAWAM. A large, red Grape with rich, aromatic flavor.

2045G. NIAGARA. Most popular white Grape with large bunches and berries.

TWO NEW OUTSTANDING VARIETIES

2030A. **GOLDEN MUSCAT.** Fancy light golden Grapes, very similar to California Grapes. Clusters are immense, frequently up to 2 lbs. Sweet, vinous, with a fine muscat flavor. Strong vines, 2 year, No. 1.

Postpaid: \$1.50 Each; 3 for \$4.35; 6 for \$8.20.

2038A. **NEW INTERLAKEN SEEDLESS.** This new variety was developed right here in Geneva at the New York State Experiment Station. It produces a rich golden yellow fruit with sweet medium sized berries. The flesh is meaty, firm and crisp; ripens a full month before Concord. Can be eaten whole like California grapes. Selected 2 year, No. 1 vines.

Postpaid: \$1.50 Each; 3 for \$4.35; 6 for \$8.20.

STERN'S QUICK-CROP TREES

OUTSTANDING IN SIZE AND VIGOR

The preferred size of Standard Trees. Carefully selected for outstanding size and vigor, heavy root system and capacity to bear and grow. Not more than 15 or 20 out of every 1000 trees make this grade . . . no wonder we call them the "cream of the crop!" For earlier landscaping beauty and shade order this size. Usually bear 3-4 years after planting.

STERN'S GENEVA GROWN HEAVY-BEARING PEARS

Delicious . . . Easy To Grow . . . Ideal For Your Home

Pears require cross-pollination. Plant 2 trees of different varieties. Bartlett and Seckel do not cross-pollinate, but any other variety will pollinate them.

| | Each | 10 for |
|-------------------------------------|--------|---------|
| Quick Crop Trees, 3-yr., 6-8 ft. | \$3.00 | \$25.00 |
| Finest Orchard Size, 2-yr., 4-5 ft. | 1.75 | 15.00 |

1285. **BARTLETT.** September. The leading commercial Pear, is also the best for canning. Tree bears abundant quantities of golden yellow fruit. Flesh is tender, juicy and of delicious flavor.

1289. **BEURRE BOSC.** November-December. Very large gourd-shaped Pear. This highly productive tree yields large quantities of brownish yellow fruit with white flesh of delicious flavor.

1300. **CLAPP'S FAVORITE.** August-September. This large yellow favorite thrives where others fail. Fruit is rich, sweet and juicy. Tree is hardy and productive.

1310. **DUCHESSE d'ANGOULEME.** October-November. Dull yellow fruit mottled with russet. Flesh is firm and rich. Fruit grows to enormous size. Bears early and heavily. Blight resistant.

1400. **SECKEL.** August-October. A delicious little Pear that is the standard of excellence. Skin is yellow-brown with brown-red cheek when ripe. Very productive.

STERN'S FAMED

APPLE TREES

Renowned for Beauty . . . for Abundant, Flavorful Fruit . . . for Shade!

Apple trees require cross-pollination for good crops. Plant 2 trees of different varieties. Months indicate time of ripening in storage.

| | Each | 10 for |
|---|--------|---------|
| Quick Crop Trees, 3-yr., 6-8 ft. | \$3.00 | \$25.00 |
| Finest Orchard Size, 2-yr., 4-5 ft. | 1.75 | 15.00 |
| 1010. BALDWIN. November-May. Leading commercial sort in New York State and New England. Large, bright red Apples from this vigorous producer. | | |
| 1020. CORTLAND. November-February. One of the newer varieties that has demonstrated a combination of the flavor of McIntosh with the handling capacity of Baldwin. | | |
| 1070. JONATHAN. November-March. A beautiful red Apple with pleasantly acid taste in its crisp, tender, juicy yellow flesh. | | |
| 1095. NORTHERN SPY. November-April. A large red and yellow Apple of fine quality. Leading commercial sort, it is slow in coming into bearing. | | |
| 1110. RED ASTRACHAN. August. This hardy variety is a good bearer of handsome, deep crimson Apples excellent for cooking. | | |
| 1025. RED DELICIOUS. December-February. One of the finest winter Apples. Dark red with crisp, fine grained flesh of excellent flavor. Hardy, vigorous, an annual bearer. | | |
| 1085. RED MCINTOSH. October. Extremely hardy, bears young and annually. A leading commercial sort for New York State and New England. Very attractive red. | | |
| 1027. YELLOW DELICIOUS. October-March. Queen of the yellows! Large, juicy, yellow Apples of exceptional quality and flavor. Bears young and heavily. | | |
| 1160. YELLOW TRANSPARENT. August. Early yellow Apple of excellent flavor. Hardy and prolific bearer. | | |

EXCLUSIVE! First in America!

IMPORTED
ENGLISH **SWEET** 5760

GOOSEBERRY

(RIBES GROSSULARIA)

Giant Sweet Berries up to 3 inches around
Exquisite small garden tree

You've never seen anything like these wonderful trees. You've never tasted anything so delicious as these huge sweet berries. Now—for the first time Stern's Nurseries offers the rare English Gooseberry Tree. Completely different from the older native shrub — these are perfectly shaped trees, berries delicious to eat right from the tree. These imported trees were planted in our nursery 2 years ago for observation. Now they are ready for American gardens, covered with fruit buds, to produce a bumper crop for you next summer. Fall is the ideal time to plant them.

Guaranteed To Bear Delicious Sweet Berries The First Year Planted

You'll pick plenty of wonderful fruit this coming July and for years to come. You, your children and your friends will rave over their luscious flavor. Serve these sweet berries for dessert—8-10 huge berries

will fill an ordinary dessert plate. The ripened berry is usually a rich red color, but some are yellow or green. The color of the ripened berry does not affect the taste. Before berries ripen, they make wonderful pies of unusual flavor.

Extremely Hardy— Grows in Any Garden Soil

These beautiful trees are grafted to vigorous Ribes Aureum (Mountain Currant) Rootstock. It is a valuable and beautiful plant. The result is a perfectly formed, spreading garden tree less than 6 ft. tall at maturity, gracefully standing on a trunk approximately $3\frac{1}{2}$ ft. high. In general appearance it closely resembles the prized tree rose plant. Beautiful, yet convenient—because the fruit is low-growing—easy to pick.

GARDEN FRESH FLAVOR TREAT **Super-Vigorous**

RHUBARB

Lifetime producer of Ruby-red,
Juice-filled Stalks up to
24 INCHES TALL

Did you know Rhubarb is the earliest spring vegetable? Although many consider it a fruit because once planted it lasts a lifetime, coming up year after year without special care or attention, it actually is a vegetable.

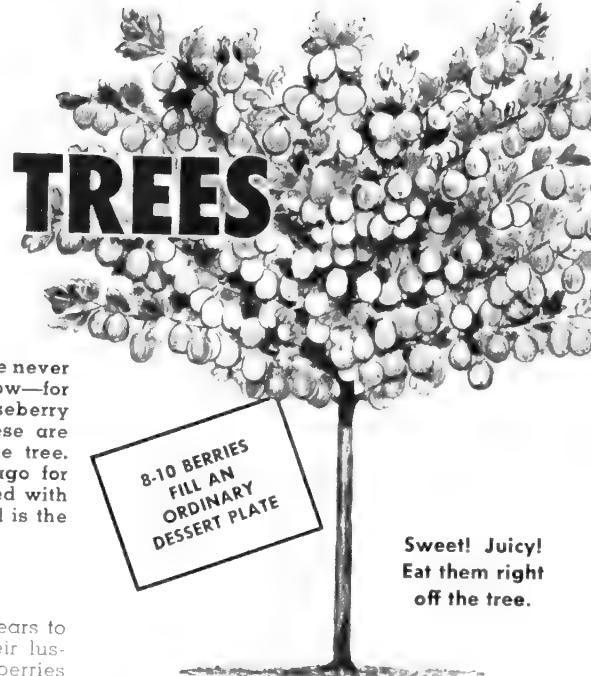
We offer two new greatly improved varieties, developed for rich, winy flavor, far superior to older kinds. Plant them 3 feet apart, covering the crown with 2 inches of soil. PLEASE ORDER EARLY, our supply is limited.

Strong Roots, No. 1

Postpaid: 2 for \$2.50; 5 for \$6.00; 10 for \$11.00.

MacDONALD RED. Produces giant stalks up to 2 ft. long. The skin is a bright red, and is so tender that they need not be peeled; the inside flesh is white. A tremendous yielder.

CANADA RED. Red all the way through the stalk, way up into the leaf. The inside flesh, too, is colored. No need to peel because of its tender skin.



**Sweet! Juicy!
Eat them right
off the tree.**

Plant Wherever You Want Beauty!

Plant these little garden trees along your entrance walk about 3 ft. apart. Use them in a flower garden or vegetable garden. Because of their concentrated shade and slender trunk they save valuable space—allow you to grow many plants directly under them.

Now available in 4 varieties, producing different colored fruits: Red, Yellow, Green and White. SUPPLY EXTREMELY LIMITED. BE SURE TO ORDER EARLY.

Selected No. 1 Trees; Each \$5.00; 2 for \$9.50; 4 for \$18.00; and 10 for \$40.00

STERN'S GOOSEBERRY TREE

Group No. 24-480

| | | |
|-----------------------------|-------|---------|
| 4 Trees (1 of each variety) | | \$18.00 |
| 8 Trees (2 of each variety) | | 35.00 |

HOW TO PLANT BERRY BUSHES

Dig a hole at least 6 inches wider than the root spread. Spread out the roots and fill in good top soil about the roots. After the hole is about half full, work the plant up and down slightly (only 1-2 inches) so that the soil is worked between all the fine roots. Water thoroughly after planting.

CURRENTS AND GOOSEBERRIES

Set 2 or 3 inches deeper than in the nursery. Plant 4-5 feet apart and cut off half the tops.

RED AND BLACK RASPBERRIES AND BLACKBERRIES

Set plants 3-4 feet apart in rows 5-6 feet apart. If you are willing to sacrifice a few berries the first year for larger crops in future years, it is best to cut back all plants to about 12-18 inches.

BLUEBERRIES

Set bushes 4-5 feet apart in rows 8-10 feet apart. Mulch with 3-4 inches of sawdust or peat moss. Mix peat moss into the soil when planting and feed plants with Stern's Miracid.

Stern's Famous RASPBERRIES

Guaranteed To
Grow And Bear

Stern's Quick Crop Raspberry plants are hardy, prolific and guaranteed to grow and bear. This vigorous plant is famous for its well-developed root with its thousands of strong fibrous feeders, the result of meticulous care in propagation and selective breeding. These terrific plants are the finest grown anywhere. Plant them in your garden or around your home. They make ideal decorative shrubs, adding a touch of unusual color combinations with their lush green foliage, their small white and yellow blossoms, their bright red berries.

Extremely hardy—easy to grow. They will thrive in any well drained garden soil. Plant grows 4 to 5 feet tall. Plant 3 ft. apart in rows 6 ft. apart. Or plant in groups of three for ornamental effect. Stern's Hardiness Rating AAA

Quick Crop Plants, 2-year, **10 for** **25 for** **100 for**
transplanted Postpaid \$3.50 \$8.25 \$30.00

2180A. **INDIAN SUMMER.** Red Everbearing Raspberry. The summer crop ripens in July. The autumn crop starts in late September and continues until freezing. Flavor and quality are excellent.

2190A. **LATHAM.** Red. The most popular of all red raspberries, Latham produces heavy yields of large firm berries of delicious flavor. Extremely hardy, even in coldest sections. Fruit is large, perfect for canning.

2200A. **MORRISON.** Black. There are no larger raspberries than Morrison, some averaging more than a full inch in diameter! Tremendous yields and firm texture make it a "must" for every gardener!



**BIG
BERRIES
FROM
ORNAMENTAL
BUSHES**

2205A. **NEWBURGH.** Red. Produces berries so large that it is not unusual to see the canes bent to the ground! Fruit is very firm, does not crumble. A good shipper.

2222A. **SODUS.** Purple. Many growers claim this to be the most productive of all raspberries. Produces large supplies of large, firm berries. Fruit will not crumble.

STERN'S FAMOUS FAMILY RASPBERRY GARDEN

(Group 24-481)

Enjoy all the wonderful varieties of Stern's famous RASPBERRIES. Enjoy luscious pies, shortcakes, jams and juices. Enjoy delicious fresh berries starting the first year planted. An even fuller crop can be expected the following year and for many years to come.

25 Quick Crop plants, 2 yr., transplanted.
(5 of each variety listed)
For Only \$8.25, Postpaid

Stern's NEW 3-SEASON RASPBERRY

It's Stern's Sweet "September" Raspberry . . .
The First Truly EVERBEARING Raspberry

If you don't plant and pick these sensational new Stern's Sweet "September" Raspberries, you'll be missing the thrill of a lifetime! Imagine, your own fresh-picked, delicious rich red raspberries all season long! Not just one crop in the Spring—or just an Autumn crop—but all the berries you'll want—SPRING . . . SUMMER . . . and FALL! These new Stern's "miracle raspberries" were developed in Geneva for your mouth-watering enjoyment. Your family and guests will rave about their fresh firmness and flavor.

"Miracle Raspberries" from June through November!

Plant Now for Fruit next Spring, Summer and Fall.

Stern's Sweet "September" starts to bear extremely early—often as early as June 20th in the New York City area. With the exception of a few weeks in August, they'll continue to bear right up until heavy freezing weather—sometimes as late as Christmas! You'll pick berries early in September, three weeks before other Fall-bearing berries ripen. Most amazing—you'll pick basket after basket of "exhibition" fruit from September until November.

Firm, Juicy "flavor miracles"—will not crumble!

You've never really known how good raspberries can taste, until you enjoy Stern's firm, flavorful Sweet "September" berries fresh out of your own garden. Plants are vigorous and increase rapidly, even in coldest sections. YOU'LL PICK YOUR FIRST CROP NEXT SPRING if you plant now—Fall planting conditions are excellent for finest results.

2220A. **QUICK CROP PLANTS, 2-year, transplanted.** Postpaid: 5 for \$3.75; 10 for \$6.50; 25 for \$15.00.

Pick 'Em In
SPRING!
SUMMER!
FALL!

A TRIUMPH IN LUSCIOUS EATING AND
RARE BEAUTY!

STERN'S JUMBO BLUEBERRIES

NEW GIANT-SIZE BERRIES ON
GORGEOUS ORNAMENTAL SHRUBS!

These new improved Stern's Blueberries are exceptional in every way! Luscious, extra juicy, perfect for preserving, for pies and cakes, for fresh fruit dessert. Stern's present the six best of these new varieties. They will produce an abundant crop of superior fruit during July and August.

SAPPHIRE BLUE — BERRIES ALL SUMMER LONG



In summer every big low spreading bush is loaded with huge grape-like clusters of Giant Blueberries. Just wait until you taste your first home grown Blueberry pie, Blueberries in cream, and preserves!

BEAUTY ALL YEAR LONG!

The lush foliage of these Sterns Jumbo Blueberries is almost evergreen. In summer shining waxed-like foliage glistens in the sun—producing a brilliant effect of blue and green. As fall approaches the leaves gradually change their color until winter, then the entire bush turns a brilliant red.

MARVELOUS FRUIT AND BEAUTY STARTING THIS SPRING

Our 3-year-old plants usually bear the first year. They last a lifetime and produce an ever-increasing supply of fruit every year; they grow 5 to 6 feet tall.

Set these plants 4 ft. apart, using two or more different varieties for pollination. Best results are obtained when planted in loose-textured organic-rich, acid soils. We recommend mixing your soil with a liberal amount of peat moss, partially rotted leaves, pine needles or sawdust. Stern's Hardiness Rating AAA

Quick Crop Bushes, 3 yr., 18-24 in. Postpaid: 2 for \$4.00; 10 for \$16.00; 25 for \$35.00.

2133A. **RANCOCAS.** (Early). An excellent producer. Fruit is large, light blue, good quality.

2145A. **STANLEY.** (Early): The Agricultural Experiment Station at Geneva, N. Y., acclaims Stanley as the most delicious of all blueberries.

2128A. **PIONEER.** (Midseason). Produces very large berries — many measuring more than 2 inches around. Bush is globe-like in form.

2125A. **PEMBERTON.** (Midseason). Produces large clusters of quality berries. Exceptionally productive, very hardy.

2100A. **DIXI.** (Midseason). Produces large, sweet berries, nearly 1 inch in diameter. Productive and hardy.

2115A. **JERSEY.** (Late). Fruit is large and firm. Acid until fully ripe and of good quality.

To grow blueberries most successfully, even in alkaline soil, apply our MIRACID garden soil acidifier every two weeks. MIRACID is a powder that dissolves in water instantly. Easy to follow directions on every can.

YEAR 'ROUND
RADIANT
BEAUTY!

STERN'S BLUEBERRY GARDEN

(Group No. 24-482)

6 QUICK CROP Blueberry plants, 3-yr., 18-24 in.
One of each variety for only \$11.00 Postpaid;
12 plants (2 of each) for only \$19.00 Postpaid.

GOOSEBERRIES and CURRANTS



EASY-TO-GROW. BIG PRODUCERS
OF DELICIOUS FRUIT.

How you'll enjoy these delicious fruits in jelly, preserves, or as a fresh fruit dessert! One of the easiest of all to grow, require very little space and thrive even in shady places. These strong 2-year-old plants frequently produce some fruit the first year planted.

**Strong plants, 2-yr., transplanted. Postpaid: \$1.25 each;
3 for \$3.60; 10 for \$10.00.**

2280A. **DOWNING GOOSEBERRY.** A large, handsome fruit, green in color, thin skinned, tender, juicy and sweet. Free of mildew.

2290A. **POORMAN GOOSEBERRY.** You'll never know how delicious a Gooseberry can be until you've become familiar with the Poorman Gooseberry! The fruit is dark red, large, and very attractive. This variety requires a rich soil, and does not grow well on light, sandy soils, where Downing should be selected.

2340A. **RED LAKE CURRANT.** Berries are unusually large, measuring up to $\frac{1}{2}$ inch in diameter. The clusters are up to 4 inches long and are filled out to the top with 8 to 10 juicy melting berries on each cluster.

2355A. **WHITE GRAPE CURRANT.** Fine for dessert. You'll like their mild flavor.

GOOSEBERRY AND CURRANT SPECIAL

(Group No. 24-483)

6 Gooseberry and Currant Bushes—2 Red Lake, 2 Downing, 1 Poorman, 1 White Grape, for only \$6.50, Postpaid.

STERN'S YEAR 'ROUND SPECTACLE OF BEAUTY

Red - White - Pink

SUNBURST FLOWERING CRAB APPLE

BEAUTIFUL IN SPRING . IN SUMMER . IN FALL

BEAUTIFUL IN
FLOWER, FOLIAGE
AND FRUIT.

5400A. STERN'S CRIMSON ALMEY CRAB. New spectacular Crab that is covered with very large fiery crimson blossoms up to 1 1/2 inches across with white markings at the base of each petal, giving them the appearance of 5-pointed stars. THEY WILL BLOOM NEXT APRIL AND MAY! Thrives in poorest soil—even where other trees will not grow. 4-6 ft. **Each: \$5.00** **3 for \$14.00.**

5404A. STERN'S WHITE DOLGO CRAB. In the spring you'll thrill to the profusion of lovely white blossoms. In the fall you'll pick an abundance of brilliant crimson fruit . . . fruit that jellies easily and retains its excellent flavor. Exceptionally fine for making cider. Bears young and heavily. Dolgo grows larger than other Flowering Crabs, providing excellent shade as well as beauty and fruit. 4-6 ft. **Each \$3.00; 3 for \$8.50.**

5410A. STERN'S PINK HOPA CRAB. An outstanding Flowering Crab. In the spring, the entire tree is covered with rich, pink flowers of wonderful fragrance. The foliage changes color from a deep maroon to dark green. From midsummer to frost, large clusters of bright red fruit make STERN'S HOPA a spectacular and practical ornamental tree all season long. Extremely hardy, a vigorous grower in any soil. Grows 15-20 ft. tall at maturity. 4-6 ft. **Each \$3.50; 3 for \$10.00.**

MORE BEAUTIFUL THAN WASHINGTON'S FAMOUS CHERRY BLOSSOMS

Like a cloud of multicolored splendor! Thousands of large and fragrant flowers completely covering these graceful trees is a never-to-be-forgotten sight. Stern's SUNBURST Flowering Crab Apple Trees are especially selected for size, color, and beauty of blossom—no other flowering tree equals these rare specimens in profusion of bloom, habit of restricted growth, amazing hardiness and freedom from care.

Many bloom the first year planted. Foolproof! Absolutely hardy!

Immediate beauty for your home. These vigorous trees will burst into glorious blossom only a year or two after planting. Many (such as the Almey variety) will bloom the first year planted! Stern's Selected Flowering Crabs are guaranteed to thrive **anywhere**—even in poorest soil! They are hardy anywhere in the U. S. and in most parts of Canada.

REQUIRES LITTLE SPACE

A perfect tree for small homes, these magnificent Stern's Flowering Crabs grow only 15 to 20 feet tall. They will thrive in either full sun or even in partial shade. Plant them even where other trees will not grow. They will give you immense satisfaction over an entire lifetime.

STERN'S FLOWERING CRAB APPLE COLLECTION

(Group 24-484)

3 Flowering Crabs (1 each of Almey, Hopa and Dolgo) for only \$11.00.

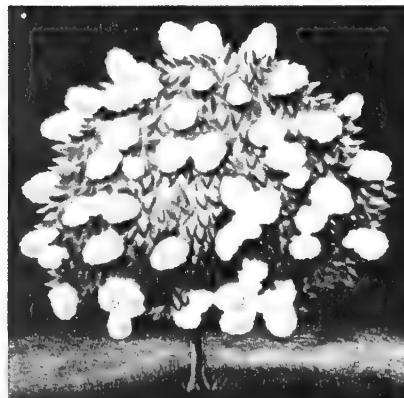
A Garden Masterpiece To Enrich Your Home

STERN'S PURPLE LEAVED SMOKE TREE

3642A. (RHUS COTINUS RUBRIFOLIUS)

A European favorite but rare in this country is the purple leaved and "purple-plumed" Smoke Tree. It derives its popular name from its masses of feathery panicles of flowers which give the effect of a cloud of smoke. This new, rare form of the common Smoke Tree has handsome purple tinted foliage and bronze colored bloom. In its full flowering glory from midsummer to fall. Sturdy bushes. Hardiness Rating AAA

Each \$3.00; 3 for \$8.50



5300C.

STERN'S GARDEN COLORAMA

RARE TREE HYDRANGEA

Spectacular! Flowers As Big As Your Head!

A small tree, not exceeding 8-10 ft. height at maturity. Flower panicles are white when they appear in midsummer, changing to shades of pink and bronze as the season progresses. Blooms the first year planted and every year thereafter. A unique tree for the front lawn or as a single specimen in a flower bed. Changes colors 4 times a year. GREEN in July, WHITE in August, ROSY PINK in September, BRONZE-PURPLE in October. Stern's Hardiness Rating AAAA.

Each \$5.00; 3 for \$14.00; 10 for \$40.00



BLAZING NEW COLOR FOR AMERICAN HOMES!

The Crown Jewels of Flowering Shrubs



STERN'S RARE

2600B.

AZALEAS

HARDY AZALEA MOLLIS HYBRIDS

Yours next spring—wondrous beauty formerly seen only in the magnificent formal gardens of famous European estates! Be the first in your neighborhood to enjoy the breath-taking spectacle of these rare beauties entirely covered with giant flowers of amazing spectacular color. You've never **dreamed** of such beauty.

THRIVE IN ANY SOIL—GUARANTEED TO BLOOM

Another tremendous advantage of these specially developed beauties! Thrive in any soil—even endure temperatures as low as 10 degrees **below zero**. Plant in full sun or partial shade—will increase in size, beauty and tremendous value each year! Your garden is not complete without these rare Azaleas.

VIVID BLOOMS NEXT SPRING!

We feature a select supply of Azaleas that will give you an assortment of hues in May and early June. The colors vary from countless shades of orange, flame, yellow to salmon-orange and brownish-gold. Planted as foundation plantings in front of evergreens they create an imposing picture of beauty and color, succeeding equally well in sun or shade.



MAGIC LILY OF THE ORIENT!

HARDY AMARYLLIS

(LYCORIS SQUAMIGERA)

Among the rarest, the most beautiful garden subjects. The bulbs produce attractive, long leaves in early spring, which mature and die down during the summer. As if by magic, the flower spike suddenly appears in August and produces very pretty soft-pink, Lily-like flowers. Several flowers are clustered on the tall, stiff stems which grow as high as 3 feet! These bulbs are perfectly hardy and will grow in any average, well-drained garden.

Plant the bulbs in a sunny location about 12 inches apart and cover with 3 inches of soil. A perfect location for them is in the perennial border where the leaves of other plants can cover the bare spot which is left when the foliage withers. In that way, the beauty of these rare flowers can be enhanced by foliage from nearby plants. Lycoris is seldom seen in American gardens and always attracts a good deal of attention when in bloom.

Top-Size Holland Bulbs.

Postpaid: 3 for \$1.45; 6 for \$2.75; 12 for \$5.00; 25 for \$9.50.



CULTURAL DIRECTIONS: Contrary to the general belief Azalea Mollis do not require an acid soil. Mixing a liberal amount of organic matter such as peat moss or leafmold with soil in planting holes will help in achieving the best results. To insure maximum bloom each year, remove the faded flowers before they go to seed. Do not cultivate deeply as Azaleas root close to the surface of the soil. For superior results feed with Miracid soil acidifier. (See page 45).

COVERED WITH FLOWER BUDS

READY TO BURST INTO BLOOM NEXT SPRING!

Heavy, 3-yr., 12-15 in. plants—all colors mixed.

Postpaid: \$3.50 each; 3 for \$10.00; 10 for \$32.00.

HOW TO PLANT SHRUBS

It is best to prune shrubs before planting as it is easier to do it then. This is also the only time the roots can be pruned so any broken roots should be removed at this time.

Cut off damaged or frayed roots just above the injury. Cut back the tops $\frac{1}{3}$ to $\frac{1}{2}$. See figure No. 1. Do not expose the roots to the air more than necessary. Soaking the roots in water or a Miracle-Gro solution for about 1 hour prior to planting will aid your plants in becoming established.

For a most appealing arrangement plant your shrubs in groups of 3 or 1 variety in informal groups as shown in sketch. Plant lower growing shrubs close together; large shrubs further apart. (See figure No. 2). When planting a shrub border be sure to plant lower shrubs in front—taller shrubs in the rear. It is best to use the taller varieties in corner plantings. The taller shrubs can then be surrounded by small shrubs.



Fig. No. 1

SPACING SHRUBS

- A. Plant low growing shrubs close together.
- B. Large growing shrubs further apart.
- C. A triangular arrangement is best.

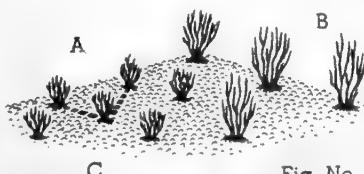


Fig. No. 2

NEWEST
VARIETIES!

4 OUTSTANDING NEW

A STERN'S "ALL-AMERICAN" SELECTION!

Everblooming FLAME RED WEIGELIA

(Vaniceki) 4205A.



It's so terrific we predict that this great new shrub will become one of America's favorite hardy shrubs. It thrives in all sections, North, South, East and West.

Guaranteed To Bloom Next Spring, Summer and Fall

In May and June the brilliant trumpet shaped, rubred flowers literally cover the bush from top to bottom with hundreds of blossoms 1 to 1 1/4 inches across. After this mass display there is scarcely a moment until freezing weather that there are not some blossoms.

Extremely Hardy — Grows In Any Garden Soil

These beautiful shrubs have stood temperatures as low as 20° below zero without injury. Stern's Hardiness Rating AAAA. Grows in all types of soil in full sun or semi-shade, making a full, well-formed bush 5-6 ft. tall. **Order early, our supply is limited.**

Postpaid: Each \$2.00; 2 for \$3.75; 4 for \$7.00.

"WEATHER-PROOF" EARLY SPRING BEAUTY!

2985A.

FORSYTHIA, LYNWOOD GOLD



Here's the latest in real spring beauty! An outstanding new introduction from Ireland that will soon replace all other deep yellow varieties of Forsythia.

Its erect branches are literally covered with golden yellow flowers from top to bottom. Individual blooms are larger, fuller, of greater substance — and — are "weather-resistant." Blooming in full beauty right thru those spring rains and harsh weather.

Excellent for cutting and flowering in the house in late winter. Maturity height 5-7 ft. Stern's Hardiness Rating AAA. Sturdy bushes.

Postpaid: Each \$2.75; 3 for \$7.50.

4 NEW, OUTSTANDING SHRUBS

(Group No. 24-496)

4 FLOWERING SHRUBS, 1 OF EACH \$10.25

(Please specify Burning Bush)

POSTPAID

8 FLOWERING SHRUBS, 2 OF EACH \$20.00

(Please specify Burning Bush)

POSTPAID

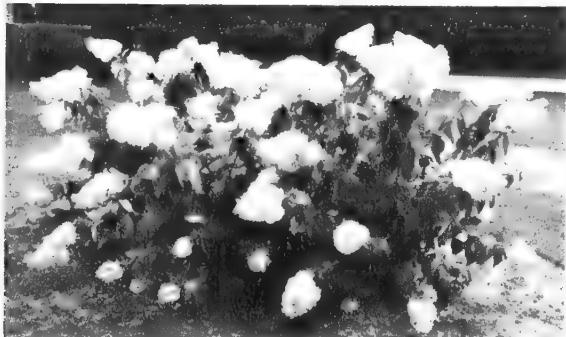
COLOR HARMONY

FLOWERING SHRUBS

PLANT NOW . . . GET BEAUTIFUL BLOOMS NEXT SEASON.

Guaranteed to Bloom the First Year!

branched bushes for immediate effect—will bloom in your garden the first year planted. Set them in the ground 3-4 ft. apart, preferably 3 of ONE kind in a group for a most appealing landscape effect. Height listed after variety indicates size at maturity. Listed in order of blossoming time. Actual size at delivery 2-3 ft. or 3-4 ft.



Peegee Hydrangea

3655A. FRENCH PUSSY WILLOW (Salix discolor). 12-15 ft. BLOOMS MARCH AND APRIL. You can cut your first spring bouquets even while snow is still on your lawn! Soft, silvery large catkins cover bush for weeks. Thrives everywhere, even in wet spots. Postpaid: Each \$1.50; 3 for \$4.00; 10 for \$12.00.

2983A. GOLDEN BELL (Forsythia intermedia spectabilis). 8-10 ft. BLOOMS LATE MARCH AND APRIL. Masses of bright yellow flowers precede the growth of leaves—sometimes appearing even before the last snows have melted. Postpaid: Each \$1.25; 3 for \$3.45; 10 for \$10.00.

2988A. WEEPING FORSYTHIA (Forsythia suspensa). 8-10 ft. BLOOMS LATE MARCH AND APRIL. A Golden Bell whose long, slender, branches are covered entirely with yellow blossoms as they droop gracefully to the ground. Postpaid: Each \$1.50; 3 for \$4.00; 10 for \$12.00.

3605A. PINK ALMOND (Prunus glandulosa). 5-6 ft. BLOOMS APRIL AND MAY. Gorgeous small shrub bearing an abundance of small, double rose-like flowers closely set upon its twigs before the leaves appear. Postpaid: Each \$1.75; 3 for \$4.75; 10 for \$15.00.

3612A. ROSE TREE OF CHINA (Prunus triloba). 6-8 ft. BLOOMS APRIL AND MAY. Completely covered with delightful double rose-like pink flowers. Postpaid: Each \$1.75; 3 for \$4.75; 10 for \$15.00.

2840A. RED FLOWERING QUINCE (Cydonia japonica). 5-6 ft. BLOOMS APRIL AND MAY. The old-fashioned Fire Bush. Its scarlet blossoms make a gorgeous spectacle of inspiring color! Postpaid: Each \$1.50; 3 for \$4.00; 10 for \$12.00.

3404A. RED HONEYSUCKLE (Lonicera tatarica rubra). 8-10 ft. BLOOMS APRIL AND MAY. A marvelous new Honeysuckle whose glowing red flowers are marked with deep golden yellow stamens. The brilliant red berries last all summer. Postpaid: Each \$1.25; 3 for \$3.45; 10 for \$10.00.

3822A. BRIDALWREATH (Spirea prunifolia plena). 5-6 ft. BLOOMS APRIL AND MAY. The true Bridalwreath. Thousands of tiny, double button-like flowers borne like garlands along graceful branches. Leaves turn orange-scarlet in the fall. Postpaid: Each \$1.50; 3 for \$4.00; 10 for \$12.00.

FLOWERING BEAUTY NEXT SUMMER

Group No. 24-485

10 FLOWERING COLOR HARMONY SHRUBS

(10 of your own choice) for only \$15.50.

Postpaid.

SHRUBS FOR YOU!

JUST IMPORTED!

YEAR 'ROUND BEAUTY FOR YOUR HOME!

STERN'S BURNING BUSH



5 STAR BEAUTY

- ★ Beautiful yellow flowers in May and June
- ★ Beautiful dark green foliage in Summer
- ★ Brilliant Copper Red leaves in Fall
- ★ Attractive red berries
- ★ Unusual ridged corky bark all Winter

You can't believe your eyes when the dark green foliage on this Burning Bush turns to a brilliant copper red—but turn it does. Truly one of autumn's most thrilling sights. Excellent for foundation planting or as an individual specimen. Stern's Hardiness Rating **AAAA**.

Two Outstanding Varieties

2940A. GIANT Burning Bush. Maturity height 8-10 ft.
2942A. DWARF Burning Bush. Maturity height 4-5 ft.

Postpaid: Each \$3.00; 2 for \$5.75; 3 for \$8.50.

4142A. SNOWBALL (*Viburnum opulus sterilis*). 10-12 ft. BLOOMS APRIL AND MAY. One of the most popular of all. Hundreds of pure white balls cover the shrub. Thrives beautifully in sun or partial shade. Postpaid: Each \$2.00; 3 for \$5.25; 10 for \$16.00.

3930A. CHINA LILAC (*Syringa chinensis*). 8-10 ft. BLOOMS IN MAY. Its slender, arching branches bearing fragrant purple flowers make this variety different from any other lilac, and most attractive. Postpaid: Each \$1.50; 3 for \$4.00; 10 for \$12.00.

3635A. JETBEAD (*Rhodotypos kerroides*). 4-5 ft. BLOOMS IN MAY, and intermittently until October! Graceful with handsome white flowers on branch ends. Black berries hang on until following spring. Thrives even in dry, partially shaded soil. Postpaid: Each \$1.75; 3 for \$4.75; 10 for \$15.00.

4192A. RED WEIGELA (*Weigela Eva Rathke*). 4-5 ft. BLOOMS MAY AND JUNE. A touch of crimson for your green lawn! Elegant ruby-red, bell-shaped flowers cover the entire bush. Postpaid: Each \$1.75; 3 for \$4.75; 10 for \$15.00.

4195A. TRICOLOR WEIGELA (*Weigela nana variegata*). 4-5 ft. BLOOMS MAY AND JUNE. Lovely pink flowers, white and green variegated foliage from spring to fall. Postpaid: Each \$1.75; 3 for \$4.75; 10 for \$15.00.

3830A. WHITE SPIREA (*Spirea van Houttei*). 5-6 ft. BLOOMS MAY AND JUNE. America's most popular shrub. Successful everywhere! Postpaid: Each \$1.25; 3 for \$3.50; 10 for \$10.00.

4200A. PINK WEIGELA (*Weigela rosea*). 6-8 ft. BLOOMS MAY AND JUNE. Beautiful pink, profusely blooming bell-shaped flowers along the circling branches. Postpaid: Each \$1.25; 3 for \$3.45; 10 for \$10.00.

2860A. DWARF DEUTZIA (*Deutzia gracilis*). 4-5 ft. BLOOMS MAY AND JUNE. A graceful, free-flowering shrub with myriads of pinkish-white flowers on slender, arching branches. Postpaid: Each \$1.55; 3 for \$4.25; 10 for \$13.00.

3550A. VIRGINAL MOCKORANGE (*Philadelphus Virginialis*). 6-8 ft. BLOOMS JUNE AND JULY. Most fragrant of all the mockoranges! Waxy, semi-double flowers. Postpaid: Each \$1.75; 3 for \$4.75; 10 for \$15.00.

EXCLUSIVE!

FIRST IN AMERICA!

3645A.

STERN'S SUNBURST FLOWERING Currant

(*Ribes Sanguineum King Edward VII*)



We are proud to introduce this great new ornamental shrub. A profuse bloomer, its showy drooping clusters of deep blood-red flowers 2-3 in. long cover the shrub like miniature wisteria blossoms. Truly a garden showpiece—growing 5-6 ft. in height!

Guaranteed To Bloom This Coming Spring

One of the first signs of spring, it bursts into a mass of flame even before Forsythia. Easy to grow everywhere, even in shady spots.

Plant Wherever You Want Beauty

Use it as an individual showpiece or accent point anywhere on your property; plant along the entrance walk of your house, as you would Tree Roses; use along the walks and driveways. Stern's Hardiness Rating **AAAA**.

Postpaid: Each \$3.00; 2 for \$5.75; 3 for \$8.50.

3800A. DWARF RED SPIREA (*Spirea Anthony Waterer*). 3-4 ft. BLOOMS JUNE TO SEPTEMBER. Flat heads of red flowers, successful even in shady places. Postpaid: Each \$1.50; 3 for \$4.00; 10 for \$12.00.

335A. DOUBLE GLOBE FLOWER (*Kerria japonica flore pleno*). 4-5 ft. BLOOMS FROM JUNE UNTIL FALL. Golden yellow, rose-like double flowers in June and scattered flowers until late fall on slender branches. One of the most beautiful shrubs. Does well in sun as well as in partial shade. Postpaid: Each \$2.25; 3 for \$6.25; 10 for \$19.00.

3802A. PINK SPIREA (*Spirea Billardi*). 4-5 ft. BLOOMS JULY AND AUGUST. Tall spikes of deep pink flowers. Thrives everywhere, even in dry places. Postpaid: Each \$1.25; 3 for \$3.45; 10 for \$10.00.

3250A. HILLS OF SNOW (*Hydrangea arborescens grandiflora*). 4-5 ft. BLOOMS FROM JULY TO OCTOBER. The perfect answer to planting in the shade. Thrives even on the north side of the house. Immense rounded heads of white flowers. Postpaid: Each \$1.75; 3 for \$4.75; 10 for \$15.00.

3255A. PEEGEE HYDRANGEA (*Hydrangea paniculata grandiflora*). 8-10 ft. BLOOMS FROM JULY TO OCTOBER. Immense cone-shaped blooms turn gradually from white to pink bronze. Thrives in sun or shade. Hardy everywhere. Postpaid: Each \$1.75; 3 for \$4.75; 10 for \$15.

3540A. DWARF MOCKORANGE (*Philadelphus bouquet blanc*). 4-5 ft. BLOOMS JUNE AND JULY. Myriads of fragrant white flowers adorn the slender branches of this graceful shrub giving the appearance of a large bouquet. Postpaid: Each \$1.75; 3 for \$4.75; 10 for \$15.00.

COLOR HARMONY FLOWERING SHRUBS GUARANTEED TO BLOOM NEXT SUMMER

(Group No. 24-486)

ONE-OF-EACH SELECTION! 23 Flowering Shrubs (1 of each listed on pages 32 and 33), every plant guaranteed to bloom first year.

All 23 for only \$30.00.
Express Prepaid.

MOST EXQUISITE ORNAMENTAL FLOWERING TREE!

Sensational - Super Fragrant

FRENCH LILAC TREE

NOT A SHRUB!

NOT A BUSH!

Now Stern's Brings You the rare French Lilac Tree—the tree of poets—the legendary wishing tree of romance in exciting beauty you've never seen before. Just imagine an entire tree covered with fragrant lilacs, thousands of lilacs all on one big tree—an unforgettable sight! Remember, these are not ordinary shrub lilacs—they are magnificent TREES. You can plant these Lilac Trees where shade is desired . . . use this ornamental shade tree in front of your house to glorify your home.

Blooms Next May If You Plant Now

Many of these trees have already set flower-buds that will burst into glorious fragrant lilacs this spring. Every plant is BLOOM-TESTED—having bloomed beautifully in the nursery last May.

With every succeeding year, you'll enjoy these Lilac Trees more than any other tree in your garden. Plant one or more of these lovely trees this fall. **But order now—supply is extremely limited.**

FRENCH LILACS GRAFTED ON STRONG TREES

These are the famous French Hybrids—the most spectacular of all Lilacs. They will add considerable value to your home—plus exquisite beauty for you to enjoy and others to rave about. They'll last for generations. Growing 8 to 10 ft. tall at maturity; when shipped they are well branched trees 3 to 4 ft. tall.

Each spike contains hundreds of big fragrant blossoms. Their sweet perfume cannot be described. Cut them for gorgeous bouquets that breathe a message of loveliness. These new French varieties bring wonderful features usually absent in old-fashioned common types.



Stern's Hardiness Rating AAA

Breath-taking colors now available in
Stern's French Lilac Trees

5720C. CREAMY WHITE. Spectacular flower of purest alabaster white. Extremely prolific. Immense in size. Exquisitely perfumed.

5722C. VIOLET ROSE. Clouds of rosy-lavender flowers. Immense clusters of large blossoms. So full they will cause the branches to droop gracefully. Delicate fragrance is indescribably lovely.

5724C. PURPLE BLUE. Soft glowing purple buds opening into rich royal purple-blue blossoms. Flowers are large and very striking. Blooms in large clusters that make gorgeous bouquets. Fragrant beyond description.

Each \$5.00

3 for \$14.00

FRENCH LILAC BUSHES

FAGRANT, SPECTACULAR, COLORFUL!

Many say springtime just isn't springtime without Lilacs! Stern's brings you huge, selected French Lilacs bursting with beauty—in exciting colors. These exquisite Lilacs add spectacular beauty for you to enjoy and others to rave about. You and yours for generations to come will delight in the sweet fragrance of their blossoms, their breath-taking abundance and color. And these magnificent plants add to the value of your home. Stern's Hardiness Rating AAA

GUARANTEED TO BLOOM. These big plants have already set flower buds that will burst into bloom. Every Stern's plant is BLOOM-TESTED—having bloomed beautifully in the nursery last May. They'll grow 10 to 12 ft. tall at maturity.

Heavy, well-branched bushes. 1 1/2-2 ft.

Postpaid: Each \$2.00; 3 for \$5.75; 10 for \$17.50

| | |
|--|---|
| 3955A. Alphonse Lavalle. Dbl. pink. | 4000A. Marie LeGrave. Snow-white, single. |
| 3960A. Charles Joly. Red, double. | 4003A. Michel Buchner. Double lavender. |
| 3965A. Congo. Single deep red. | 4010A. President Grevy. Double purple. |
| 3980A. Katherine Havemeyer. Violet-blue, double. | 4012A. Pres. Lincoln. Single blue. |
| 3990A. Ludwig Spaeth. Single red. | |
| 3995A. Mme. C. Perier. Dbl. white. | |

STERN'S FRENCH LILAC COLLECTION

(Group 24-487)

10 French Lilac Bushes (1 of each) for only \$17.50, Postpaid.

STERN'S MAGNIFICENT FLORIBUNDA

EVERBLOOMING ROSE HEDGE

EVERBLOOMING
LIVING FENCES OF
FLORIBUNDA ROSES

GUARANTEED TO BLOOM NEXT SPRING

Now you can have the striking beauty of these spectacular Floribunda roses in the form of an everblooming hedge—the same magnificent beauty made famous by many European Estates. Plant Stern's famous FLORIBUNDA ROSES along your entrance walk, driveways, property lines—enjoy indescribable beauty from June until late fall—sometimes until Christmas. Their bushels of gorgeous blooms almost cover the entire plant, giving an effect of color so spectacular that neighbors and friends will stop to rave and envy you.

Spectacular Display of Color

What's more they keep their shape and beauty on the bush for weeks—that's why these Floribunda roses are considered more EVERBLOOMING than other types. Each plant is most prolific—producing a sunset effect of color all season long—from spring 'til late fall.

100 Roses or More on Every Plant, Starting Next June

Stern's Selected Plants are famous for their vigor, growing power and flowering beauty. Each Stern's plant produces more flowers because each plant is larger, with bigger roots. Their vigorous bushy growth, their lush green foliage, their strong resistance to winter damage and disease, their ability to thrive in almost any soil, make these Stern's Floribunda Roses the prime favorite of the rose garden.

7230A. FLORADORA. Most colorful of all. Red, orange, scarlet, yellow and geranium—all blended into one perfect rose.

7210A. CHATEAU. Hundreds of large flowers of deepest dark velvet red. One of the darkest red roses. Sturdy and vigorous—rarely out of bloom.

7275A. ROSENELFE. Blooms throughout the summer and autumn producing delightful double blooms of unfading rose-pink. Flowers grow in clusters on erect stems—ideal for cutting.

7240A. LAFAYETTE. Semi-double crimson-red flowers. An abundant bloomer.

7220A. ELSE POULSEN. A magnificent rose with great clusters of pink flowers.

SELECTED HEAVY BUSHES—2-year, Field-Grown, No. 1

Postpaid: Each \$1.50; 3 for \$4.25; 10 for \$13.00; 25 for \$32.00.

STERN'S FLORIBUNDA ROSE COLLECTION

(Group 24-488)

5 Everblooming Floribunda Roses (1 of each) for \$ 7.00
10 Everblooming Floribunda Roses (2 of each) for \$13.50
15 Everblooming Floribunda Roses (3 of each) for \$19.50
All Postpaid.



EVERY FLOWER A PERFECT ROSE!

Thousands of large, double flowers, measuring up to 2 inches.

Spectacular Entrance Walk!

STERN'S FLORIBUNDA ROSES are adaptable for every type of planting on your property. For a living fence of continuous flowering beauty, plant 1½ feet apart in rows. Also perfect planted in groups alone or between evergreens. Excellent for beds, borders, backgrounds or simply as specimen planting.

HOW TO PLANT ROSES

The most important rule in planting roses is to get them in the ground as soon as they arrive. If you cannot plant immediately, store your roses in a cool place without removing them from their package. If planting is delayed for more than a day or two, dig a trench in a shady place and heel your roses in.

AID YOUR ROSES IN BECOMING ESTABLISHED

Before planting, soak your roses in Miracle-Gro solution for at least one hour as this will prevent them from drying out and result in their becoming established quickly. (If Miracle-Gro is not available soak in a pail of water or thin mud.) Be sure not to expose roots of your roses to air or sunlight.

PLANTING INFORMATION

- (1) Spade your rose bed to a depth of at least 18 inches and work in some humus or decomposed manure.
- (2) Dig the hole large enough to accommodate the roots without crowding (cut away broken roots). Be sure the bud or graft is about 3 inches below the surface.
- (3) Once the plant is in place the soil should be packed firmly about the roots. Water thoroughly before putting on final top soil.

PREVENT YOUR ROSES FROM BECOMING DRIED OUT AND PRUNE TO ENCOURAGE MAXIMUM BLOOM

- (1) When planting in the fall cut back stems about one-half and mound up earth around plant before ground freezes. Prune again in the spring leaving but 2 or 3 stems with only 3 to 4 buds on each stem.
- (2) Fall planted roses should be well watered until the ground freezes.
- (3) Spring planted roses should be cut back to 2 or 3 stems with 4 or 5 buds on each stem and mounded slightly until growth starts. Water your plants thoroughly until they become established.

If these few simple planting instructions are followed you will be rewarded with vigorous, long blooming plants which will provide years of enjoyment.

**STERN'S
PROUDLY
INTRODUCES**

**The most important development
STERN'S
NEW
LIFETIME SUB-**

**BLOOM TESTED IN ARCTIC ALASKA!
GUARANTEED WINTER-HARDY
AT 35° BELOW!**

A NEW RACE so absolutely hardy and vigorous they bloom continuously spring, summer and fall the first year planted—last a lifetime—astounding in size and beauty—hold their rich color despite heat—withstand 15 degrees below zero without protection.

Actual arctic tests proved that Stern's New Life-time Sub-Zero Roses grew vigorously, producing the most beautiful blooms even after winters as cold as 35° below! So strong, so hardy they bloom even through summer drought—grow larger, more beautiful each year—grow 3 to 4 feet tall.

**A LIFETIME OF BEAUTY AND COLOR
DISEASE-RESISTANT—EASY TO GROW—
BLOOM EARLY!**

Unmatched in spectacular, long-lasting performance. Need no protection—just leave 'em alone. Year after year see giant, colorful flowers with rich, lush, green foliage. Almost totally immune to common Blackspot and most other rose troubles. Require less spraying—many need none at all.

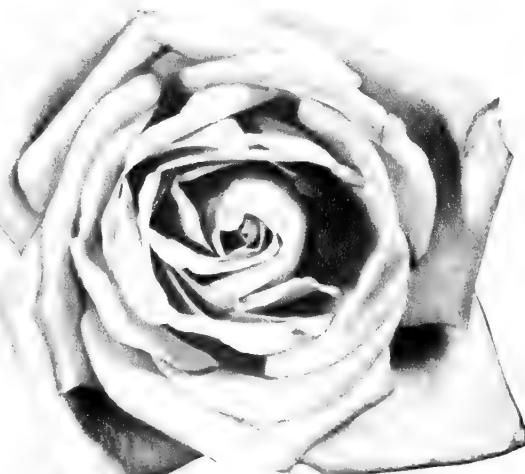
Immense flowers—often more than 100 on a single four-year-old bush—starting early and blooming, blooming, blooming all season long, right through hot dry summer weather. Most are richly fragrant with a dream Rose perfume you will find hard to forget.

**Stern's Super-Grade Selected No. 1 Plants
Guaranteed to Bloom Next Summer**

| | Each | 3 for | 10 for | 25 for |
|--------------------|--------|--------|---------|---------|
| Postpaid | \$2.25 | \$6.25 | \$20.00 | \$45.00 |

8364A. CURLY PINK. Matchless in the combination of size and form of bloom, beauty of cluster, bloom quantity, constancy, vigor and foliage, hardiness and performance. Many large, two-toned pink blossoms, in several stages, often form a gorgeous bouquet on a single stem, two or more feet long; over 50 gracefully recurled petals.

CURLY PINK.



QUEEN O' THE LAKES.

OUTSTANDING BOTANICAL ACHIEVEMENT

These magnificent species were developed by famous Rosarian Walter D. Brownell after a lifetime of experiments and thousands of field trials. Hailed by the entire flower world. Be among the first in your area to grow these beauties. Have a riot of reds, pinks, yellows and oranges in your garden long after other gardens have quit for the winter.



STRONGER, DEEPER ROOTS MEAN SUPER-HARDY, LONGER-LASTING BLOOMS!

The secret of the Sub-Zero Rose lies in development of this entirely new race resulting from the cross breeding of the vigorous Rose Wichuriana with the modern hybrid Tea Rose. Not only is it stronger, more vigorous, hardier above the ground—but the roots themselves are stronger—enable plants to get more food—absorb more nourishment for extra strength during cold winter months. Insure longer-lasting beauty in your garden.

FAMOUS STERN'S NO. 1 QUALITY

These are Stern's super-grade selected Number One plants. Guaranteed to bloom.

STERN'S SUB-ZERO EVERBLOOMING ROSE COLLECTION

(Group No. 24-489)

Twelve Sub-Zero Everblooming Roses—1 of each variety, for only \$24.00, postpaid. If you do not want the complete collection, you may order 6 Sub-Zero Everblooming Roses—your choice, for only \$12.50, postpaid.

since the Hybrid Tea Rose!

ZERO ROSE



8380 A. QUEEN O' THE LAKES. This is probably the most spectacular of all the new Sub-Zero Roses. The flowers are deep velvety red, up to 5 inches wide, fully double. We can promise you that you never saw any Rose more beautiful than the Queen O' The Lakes.

8367 A. DICK WILCOX. A spectacular deep red Rose that carries upwards of a hundred of the largest, very double blooms year after year, even following the coldest of sub-zero winters.

8377 A. PINK PRINCESS. A well named, vigorous growing rose. Its deep, translucent, pink flowers are perfectly shaped. Large, very double flowers, up to 5 inches wide, cover the bush from June right through October until frost. A real beauty.

8362 A. COUNTRY DOCTOR. Here's a great new rose that's always in bloom. Hot, dry summers don't slow it down—it just keeps right on blooming until heavy frosts. Produces large, very double blooms of a silvery pink with a satiny luster.



V FOR VICTORY

8390 A. V FOR VICTORY. Large, very double perfect, clear yellow roses with a lovely fragrance. Continues to bloom throughout hottest, dryest summers without any fading in coloring. To many experts, no other rose has such long lasting loveliness. One famous garden expert, on a sweltering July day, found Sub-Zero roses of this type not only in bloom, but putting out new branches from the leaf buds—with the temperature reaching 96 degrees and no rain for the previous five weeks. This variety deserves a place in your garden.

8387 A. TIP TOES. One of the highest rated of all roses by the testers for the American Rose Society. The large flowers are a delightful mixture of red, orange and pink tints with an enjoyable spice-like fragrance. Very vigorous and free blooming.

8382 A. RED DUCHESS. Here's one of our favorites which we predict will be one of yours if you try it. Just imagine! Large well-formed bushes, literally covered with lovely iridescent rosy red flowers. PLUS the fact that this is the most fragrant variety of Sub-Zero Rose.

WHY SUB-ZERO ROSES ARE LIFETIME ROSES

Unlike other roses which are usually at their peak the first year, Stern's Sub-Zero Roses, being bred back to the hardy, vigorous Rose Wichuriana, increase in size and beauty with each year, reaching their peak during the fourth or fifth season and will continue their spectacular display for a lifetime.

Since Sub-Zero Roses do increase in size year after year, it is advisable to plant them further apart than regular hybrid teas. At least 3 ft. is best.



ORANGE RUFFLES

8375 A. ORANGE RUFFLES. One of the most beautiful Roses of all time. Unsurpassed in its brilliant charm. A gorgeous new color of orange never before found. It is luminous like glowing sunshine in the rain. Large flowers constantly in great abundance. As many as 50 petals gracefully warped, curled, frilled and ruffled artfully shading from capricious orange through saturn to saffron-yellow.

8370 A. LILY PONS. The large graceful flowers of Lily Pons are a glowing white with a pure yellow center of indescribable delicacy. Very free flowering. A well established bush will produce over a hundred perfectly formed flowers in a season.

8385 A. SUN UP. A rich clear shade of China-rose reflecting a glorious brilliance. Large, very double flowers. Blooming continuously.

8360 A. CEDRIC ADAMS. This magnificent Rose carries multitudes of large, completely double scarlet to carmine flowers, making a colorful display from June until late in the fall. Truly an Aristocrat of Rosedom.

CEDRIC ADAMS





*At Last! CLIMBING ROSES THAT WILL
BLOOM • BLOOM • BLOOM ALL SUMMER LONG*

NEW

Stern's

LIFETIME SUB-ZERO EVERBLOOMING

PILLAR ROSES

Absolutely Guaranteed to Bloom Next June—July—August—September—October . . . Right Up Until Frost

This is an absolutely new race of Everblooming Climbing Roses developed by famous Rosarian Walter D. Brownell, who finally succeeded in combining the everblooming habit of Sub-Zero Hybrid Tea Roses with the vigor of old-fashioned Climbing Roses. They are the first truly hardy and truly everblooming Climbing Roses. They will stand 15 degrees below zero without protection, and will last a lifetime.

And, they'll not only bloom in June, but will keep right on blooming throughout hot, dry summer weather when other types of everblooming climbing roses fail. These new **Pillar Roses** are also amazingly resistant to common rose diseases such as black spot. Their rugged hardiness is your guarantee of roses year after year.

Ideal for "Accent Points"

Plant Pillar Roses to frame your porch, entrance, garage, or fences for a beautiful display of flowers from early summer to late fall, or you may plant them as self-supporting specimens in the lawn, or in the shrub border.

Everblooming Specimen Bush

Perhaps the most amazing thing about these new **Pillar Roses** is their use as a specimen plant in your yard. Planted by themselves they will form a self-supporting, everblooming shrub that will bloom from June through October until heavy frost. This everblooming characteristic is something exceedingly rare north of the tropics. Two or three Pillar Roses strategically planted in your garden could easily become the focal point of the entire neighborhood.

Extremely Limited Supply

Please order early. Our limited supply will be sold out before the end of the planting season.



Three Outstanding Colors

8401 A. PINK PILLAR ROSE. Large double pink flowers in endless profusion.

8403 A. YELLOW PILLAR ROSE. Lovely double yellow flowers like beautiful Tea Roses.

8400 A. RED PILLAR ROSE. Fully double deep red flowers all season long.

**Stern's Super-Grade Selected No. 1 Plants
Guaranteed to Start Blooming Next Spring.**

| | | | | |
|----------|--------|---------|---------|---------|
| Each | 3 for | 6 for | 10 for | |
| Postpaid | \$4.50 | \$13.00 | \$25.00 | \$41.00 |

BEAUTY THAT WILL THRILL THE HEART AND EYE

THE GREATEST WHITE CLIMBING ROSE

EVERBLOOMING SUMMER SNOW

(8065 A)

Continuous Flowers—
Spring—Summer—and Fall

This outstanding white climbing rose will delight you with its cascading clusters of pure white, loosely double flowers.

A florabunda type climbing rose, it is practically covered with large 2 inch, glacier-white blooms. Blooms throughout the summer and fall and best of all it keeps right on blooming until killing frosts.

Heavy, 2-year, field grown, No. 1 bushes

Postpaid: \$2.50 Each; 3 for \$7.00

Stern's Spring Flowering Climbing Roses

STERN'S SUPER-SELECT NO. 1 CLIMBING ROSES

No other garden plant gives more dramatic satisfaction than Stern's Climbing Roses. Their spectacular "fireworks" display of hundreds of brilliant flowers, their vigor and long life is good reason why Stern's Climbing Roses are among America's favorite flowers.

Framing your porch, entrance, garage, fences, etc., with glorious beauty, these Climbing Roses create an exquisite halo around your home. No home has realized its full beauty without them!

Require almost no care. Inexpensive to buy—they cost nothing to maintain.

7140 A. RED PAUL'S SCARLET. Its bright scarlet flowers are produced so abundantly that the plants are covered with hundreds of blooms in June. Most popular and most beautiful of all climbing roses.

7020 A. PINK CLIMBING AMERICAN BEAUTY. Large, fragrant flowers, double rosy carmine, in great abundance in June, excellent for cutting.

7145 A. YELLOW PRIMROSE. Hardy yellow climber with large, double flowers in June.

**Stern's super-select heavy bushes
2-year field-grown No. 1**

Postpaid:
\$1.50 Each; 3 for \$4.35; 10 for \$13.00

Stern's Proudly Presents . . .

PEACE

THE TEN BEST ROSES

OF 1954

Acclaimed "Best for Home Gardens"
by Stern's Board of Selection

Here's your chance to have the year's outstanding Rose Collection—the showplace of the neighborhood! They take no more time and care than "ordinary" roses—yet STERN'S specially selected 10 Best Roses of the Year assure you magnificent heavy bushes and breath-taking flowers that will thrill you with their extraordinary beauty and fragrance, year after year. ORDER NOW for truly sensational blooms next June (or earlier) 'til November.

7755 A. NEW YORKER—"Best rose of all time." Huge flowers, often 6½ inches. Rich red velvety sheen. Perfect rose shape. Heavenly fragrance. A source of wonder and delight! Pat. No. 823.

7535 A. CHIEF SEATTLE—Large, many-petaled, full flowers of a rich golden apricot color. Big, high-centered bush. Lush, shimmering foliage. A garden standout! Pat. No. 1030.

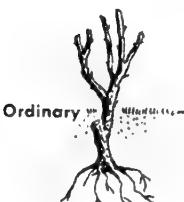
7530 A. CHARLOTTE ARMSTRONG—Velvety blood-red buds . . . magnificent cerise flowers. Extra long stems, rich foliage. Very prolific. Favorite in finest gardens. Pat. No. 445.

7580 A. ENCHANTMENT—Huge, peach-pink flowers. Extremely large—up to 35 petals. Strong-stemmed, a vigorous grower. A rose of rare and wonderful beauty, an everlasting joy! Pat. No. 737.

NEW YORKER

FORTY-NINER

STERN'S BIGGER PLANTS PRODUCE MORE ROSES



ORDINARY UNGRADED ROSE PLANTS. This plant will produce only a few roses next year. If one main stem is broken or winter-killed, there is little or nothing left of the plant.



STERN'S SELECTED NUMBER ONE PLANTS. At least three main stems on a single plant. Produces many more roses—grows bigger and better. A magnificent bush!

Stern's selected **NUMBER 1** grade plants—not "ordinary" in any way. Each plant is carefully selected by expert nurserymen for heavy growth of branches and root. Each plant is "BLOOM-TESTED"—having been checked for flowering beauty in our nursery **this year**. Bigger plants with bigger roots and more branches naturally produce **more flowers!** These extraordinary plants are guaranteed more vigorous, healthier, extremely hardy and disease-resistant.

7785 A. PEACE—Golden yellow oval buds, etched with pink. Opening buds change color—from bright sunshine yellow to pale gold. Petals edged with apple-blossom pink. Heavy, strong stems. Pat. No. 591.

7620 A. FRED HOWARD—Long, rich yellow buds . . . tipped with pink. Full, double, perfectly shaped flowers . . . up to 5 inches. Full, shapely bush . . . rich green foliage. Pat. No. 1006.

7615 A. FORTY-NINER—Full, many-petaled flowers. Outside—dazzling chrome yellow. Inside—vivid oriental changing to cherry red. Brilliant, striking color against velvety green foliage. Pat. No. 792.

7760 A. NOCTURNE—Large, bright cardinal red flowers, accented by dark shadings of crimson. Heavy bushes up to 3 feet high. Stiff, holly-green leaves. Favorite of connoisseurs. Pat. No. 713.

7875 A. SUTTER'S GOLD—Lovely, long-pointed yellow buds, tinged with orange and red. High-centered, many-petaled flowers. Sturdy, vigorous bush; a dramatic rose! Pat. No. 885.

7730 A. MIRANDY—Extra long, rich, velvety maroon buds. Huge, double flowers . . . up to 50 petals. Generous, lingering, hypnotic fragrance. A garden wonder and lasting joy! Pat. No. 632.

Limited quantity of these Super-selected Bushes
Postpaid: Each \$2.50; 5 for \$12.00; 10 for \$23.00



THRILLING BERRY-LADEN SHADE TREE!
STERN'S EUROPEAN MOUNTAIN ASH
 (SORBUS AUCUPARIA)

5700A. **3 WAYS BEAUTIFUL**

**BEAUTIFUL IN FLOWER! BEAUTIFUL IN FOLIAGE!
 BEAUTIFUL IN FRUIT!**

From the highlands of Scotland—to grace the American scene—that's the romantic story behind the European Mountain Ash. This outstanding European variety takes first prize for producing the most brilliant berries of any of our trees.

The most gorgeous of small ornamental shade trees reaching a height of 20-40 ft. In early summer the tree is festooned with white flowers in flat-topped clusters. Its fern-like leaves are up to 10 inches long with artistic saw-edged leaflets.

European Mountain Ash is covered with massive clusters of flashy orange colored fruits which form a brilliant picture from mid-summer 'till late fall—often thru the winter. Birds love them. Truly an aristocrat of the Garden World. 6-8 ft. tall.

6-8 ft. Each \$5.00; 2 for \$9.50; 3 for \$14.00.



STERN'S

*Garden Aristocrats for
 Symbols of Eternal Beauty!
 Selected Specimen*

**Helps Keep Your House
 Cool in Summer—Warm in Winter**

Shade trees are Nature's home "air conditioners." They will shade your home from the hot summer sun. In winter, they will allow the sun's warm rays to help heat your house.

"Shade trees increase home values," say leading real estate experts.

There is no better investment than a few of these fine sturdy trees. Don't delay. Supply of Stern's selected trees is necessarily limited each year. Plant shade trees this fall for a lifetime of beauty, pleasure and comfort.

The tree you plant this fall will provide shade and protection for generations to come. The satisfaction of seeing a strong young tree grow to stately maturity cannot be equated. It is a monument that will always say: "He who planted me loved beauty."

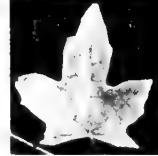
Height after name indicates size at maturity.

Trees are well branched except for new Crimson King and Harlequin Maple. Shade Trees are **NOT PREPAID**.

Hardiness Rating AAA

Unusual Shade Tree Beauty!

5055A. STERN'S "HARLEQUIN"
 (VARIEGATED-LEAVED MAPLE)



Here's the most unusual beauty in the Gardening Kingdom. A sport of the famous Norway Maple "Harlequin" has all its desirable qualities **PLUS** beauty never seen before on a shade tree. The creamy white edging sharply contrasts with the dense green foliage.

Grows in a symmetrical well formed shape with a round top. Reaches a height of about 30 ft. Just perfect for the modern home.

We are listing this new tree for the first time and our supply is very limited. So order early; be the first in your neighborhood to plant this beautiful new variety. Sturdy whips that will branch out rapidly. 6-8 ft. **Each \$5.50; 2 for \$10.00; 3 for \$14.00.**

The Fastest Growing Maple!

STERN'S

5020A. "4" STAR SILVER MAPLE

- ★ Brilliant Silver Foliage
- ★ Easy To Transplant
- ★ Thrives in WET Soil
- ★ Perfect Shade Tree for City Conditions

You'll get good shade quickly from this fast growing tree. Its wide spreading limbs are a thing of beauty. The fancy, decorative leaves splashed with bright silver on the underside are beautifully colored in the fall. One of the easiest shade trees to transplant. It grows to a height of 60-80 ft. 6 to 8 ft. tall.

Each \$3.00; 3 for \$8.50; 10 for \$25.00.

the Home of Distinction!

SHADE TREES

Pride of America Showplace Estates

Make Your Own Maple Sugar

5050A. SUGAR MAPLE (*Acer saccharum*). 50-60 ft. Fam ed native American variety. Our northern strain colors brilliantly in the fall when its leaves are bright yellow, orange and scarlet. Thrives in sun as well as shade. A permanent tree that will last for generations. Furnishes sap from which maple sugar is made. 6-8 ft. Each \$6.00; 3 for \$17.50.

Spectacular Late Fall Beauty

5040A. NORWAY MAPLE (*Acer platanoides*). 50-60 ft. A fast grower making a compact—well shaped tree with dense rich foliage. Spectacular yellow blossoms in early spring, followed by deep green leaves. Holds its foliage until late in the fall. 6-8 ft. Each \$6.00; 3 for \$17.50.

Sweet-Scented Shade Tree

5745A. EUROPEAN LINDEN (*Tilia cordata*). 50-60 ft. A beautiful shade tree, it boasts sweet-scented, cream-colored blossoms over the entire tree in midsummer. 6 to 8 ft. tall. Each \$7.50; 3 for \$21.00.

Tallest Living Fence

5550A. LOMBARDY POPLAR (*Populus nigra italicica*). 60 to 80 ft. Spiraling upward toward the sky this fast growing tree is especially effective for specimen planting, along border lines and entrances. Adapted to a wide range of soils, this striking tree is excellent for wind-breaks. 6-8 ft. Each \$1.50; 10 for only \$14.00.

Picturesque Tree For City Conditions

5540A. EUROPEAN-PLANE TREE (*Platanus Orientalis*). 50-70 ft. Here is the perfect tree for city street or park use. Tolerant of smoky city conditions. Recommended by city park commissions. In summer the light green leaves give it an airy and cool appearance. In winter its picturesque upper branches look as though they had been whitewashed. Stern's Hardiness Rating AAA. 6-8 ft. Each \$6.50; 3 for \$19.00.

Fastest Growing Shade Tree

STERN'S TRUE GOLDEN

5660A. WEEPING WILLOW TREE
(*SALIX NIobe*)

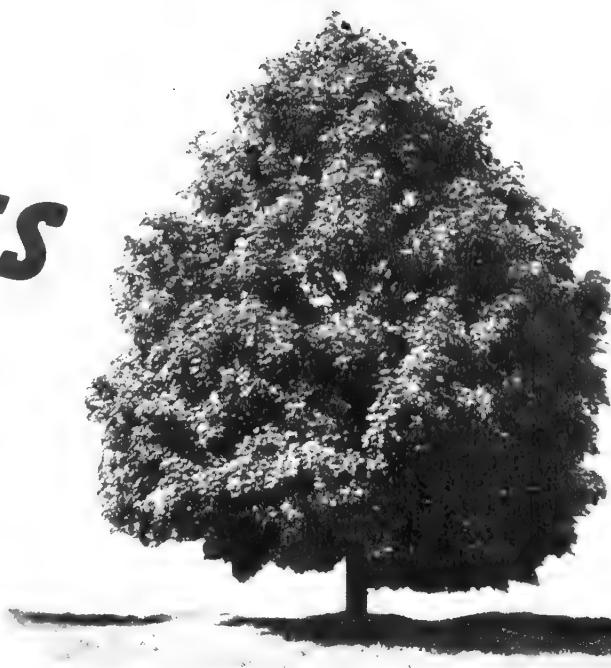
MOST BEAUTIFUL OF ALL WILLOWS

No other willow tree compares with this true Golden Weeping variety! Fastest growing ornamental tree that really weeps. Grows up to 6 ft. in one year. Long, graceful, arching branches covered with slender green leaves with silver facing—giving it a pronounced lacy effect. Grows 40-50 ft. tall.

EXQUISITE BEAUTY — SUMMER AND WINTER

In winter its handsome shape is accented by its brilliant golden yellow bark. Adds beauty and value to your home. Exceptionally strong grower, very hardy. Thrives anywhere. Ideal for wet spots.

6-8 ft. Each \$3.50; 3 for \$10.00.



The Most Beautiful of all the Maples

CRIMSON KING MAPLE 5010A.

Sensational New Purple "Flower-Foliage" Tree

Holds its amazing rich purple color from earliest spring 'till late fall. Its leaves are so exquisite and colorful, the effect is of flower-like beauty completely covering the tree through the entire season. A remarkable introduction from Europe's leading ornamental tree specialists, we have cultivated and observed them under every condition for the past eleven years.

Although we first offered these Crimson King Maples only a few years ago, home gardeners tell us they are delighted with their shape, foliage and vigorous growing habits. They are a vast improvement over the older Schwedler's variety, producing a spectacular color contrast that will cause passers-by to stop and gaze. They grow to 40 to 50 feet, providing refreshing shade as well as colorful beauty. Sturdy whips that branch out rapidly, 6 to 8 ft. tall.

Each \$9.00; 3 for \$25.00; 10 for \$80.00.



10 DIFFERENT COLORS ON 1 GLORIOUS HEDGE!

Stern's Original

RAINBOW

ROSE OF SHARON

(*Hibiscus syriacus*)

Stern's Hardiness Rating AAA

STERN'S LIVING FENCES FOR BEAUTY-PRIVACY-PROTECTION

UNUSUAL TROUBLE-FREE DWARF HEDGING

HARDY DWARF DEUTZIA

(*Deutzia gracilis*)

At last! A hardy, insect- and disease-resistant dwarf shrub just perfect to edge your walks or flower beds. A graceful fountain-like bush whose super-abundant blooms of snowy white flowers during late May and June practically hide its attractive ornamental foliage from sight. Does well in full sun or light shade and in addition to making an outstanding dwarf hedge is excellent planted in groups in the foreground of the shrub border. Plant 1 1/2 ft. apart.

| | 10 for | 25 for | 100 for |
|----------------------------|--------|---------|---------|
| 2860 B. 10-15 in. Postpaid | \$5.00 | \$12.00 | \$40.00 |

YEAR 'ROUND—4-SEASON BEAUTY

STERN'S "CRIMSON" RED-LEAF BARBERRY

(*Berberis atropurpurea*)

Here's the most popular red-leaved shrub in America in spectacular hedge form. In spring the foliage is a lustrous purple-red, becoming even more brilliant in summer, and in fall turning a striking orange-scarlet. During the winter months its red berries attract the birds and give a dash of color to the winter scene. Makes a dense, compact shrub, 3-5 ft. tall. Plant 1 1/2 ft. apart.

| | 10 for | 25 for | 100 for |
|----------------------------|--------|---------|---------|
| 4820 C. 9-12 in. Postpaid | \$4.75 | \$11.00 | \$42.50 |
| 4820 B. 12-18 in. Postpaid | \$7.50 | \$18.00 | \$60.00 |

GREEN-LEAF BARBERRY

(*Berberis Thunbergii*) 4-5 ft.

Popular for its low, dense growth, this shrub hasn't a single fault. Will thrive in shade, dry, moist, or sunny locations. Covered with luxuriant green leaves in summer which turn to dazzling shades of red, gold and orange in the fall. Its flashing red berries give year 'round beauty. Plant 1 1/2 ft. apart.

| | 10 for | 25 for | 100 for |
|----------------------------|--------|---------|---------|
| 4825 C. 9-12 in. Postpaid | \$3.00 | \$5.50 | \$21.50 |
| 4825 B. 12-18 in. Postpaid | \$5.00 | \$12.00 | \$40.00 |

FINEST TALL HEDGES FOR SCREENING—KEEPS OUT NOISE AND INTRUDERS—HIDES UNDESIRABLE VIEWS

RED HONEYSUCKLE

(*Lonicera tatarica rubra*)

This rapid growing hedge is unequalled for a tall screen or background. Its thick, healthy, green foliage is made even more attractive by glowing dark red flowers in June followed by brilliant red berries which last all summer. Can be trimmed to form a medium hedge, and will grow to 8-10 ft. when allowed to develop naturally. Plant 2 ft. apart.

| | 10 for | 25 for | 100 for |
|----------------------------|---------|---------|---------|
| 4922 B. 12-18 in. Postpaid | \$5.00 | \$12.00 | \$40.00 |
| 3404 A. 2-3 ft. Postpaid | \$10.00 | \$24.00 | \$90.00 |

FLOWERING
FENCE!



No. 3150 B. Rainbow Rose of Sharon Hedge

(*Hibiscus syriacus*)

Now you can frame your home in a gorgeous rainbow of spectacular colors. Like a carnival of Roses—this amazing Stern's Rainbow Hedge produces a "living mural," painted in hundreds of Rose-like flowers of almost every imaginable tone and combination.

A Perfect Flowering Fence for Smallest Homes to Estates

Ideal hedge for even the smallest city lots. Recommended height—6 to 8 feet as desired. Trim it as you cut flowers.

Most Plants Bloom This Summer

You get immediate beauty—startling this summer. You get more and more beauty with every season. You'll get hundreds of flowers from only a few bushes. Plant approximately 3 feet apart in a row.

Well branched, bushy shrubs, 18-24 inches tall, in Rainbow Mixture of Colors.

| | 5 plants for 15 ft. of hedge | 10 plants for 30 ft. of hedge | 25 plants for 75 ft. of hedge | 50 plants for 150 ft. of hedge | |
|--|------------------------------|-------------------------------|-------------------------------|--------------------------------|--|
| | \$4.75 | 9.00 | 20.00 | 35.00 | |

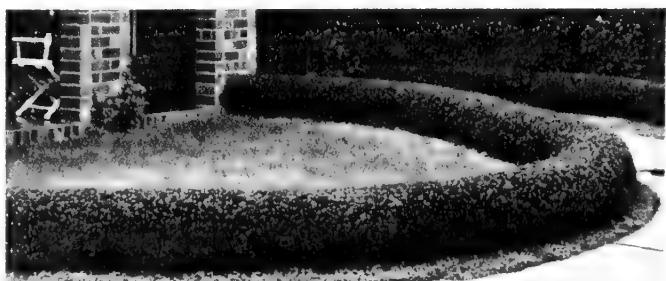
POSTPAID

4980 B. AMAZING MULTIFLORA ROSE LIVING FENCE

(*Rosa multiflora japonica*)

If you want a tough, dense, impenetrable hedge that will grow like wild, then you want Multiflora Rose. Covered with hundreds of small white roses in June; followed by glistening red berries in the fall. Thrives even in poorest soil. Plant 1 ft. apart.

| | 10 for 15-18 inches; Postpaid | 25 for \$3.00 | 100 for \$6.00 |
|--|-------------------------------|---------------|----------------|
| | \$3.00 | \$6.00 | \$22.00 |



RED-LEAF BARBERRY

STERN'S THRILLING NEW INDOOR PLANT

"CHRISTMAS LILY"

(Thermo-Treated Christmas-Flowering Giant Amaryllis)

GIANT FLOWERS!

UP TO 9 INCHES ACROSS

GIANT BULBS!

AMAZING—BIG AS AN ORANGE

Blazing Trumpet Flowers At Christmas!

Now you can have an amazing Christmas "flower show" that will astound your friends. Immense blooms up to 9 inches across. Spectacular in size and color. Never anything just like them.

These colossal Stern's "Christmas Lilies" bloom months earlier than ordinary amaryllis because they are a special strain—especially treated for earlier bloom. Each bulb often produces two or three enormous flower stalks—each stalk yields three and four gigantic blossoms of broad overlapping petals. Their blazing scarlet beauty will brighten your Christmas season with spectacular beauty. At least 1 plant is a "must" for any flower lover—3 or more make a breathtaking display!

EASY TO GROW

Plant these Stern's "Christmas Lilies" in ordinary potting soil 6-8 weeks before the Christmas season. Water regularly.

A SENSATIONAL
GIFT! CHRISTMAS
INDOOR GARDEN.

GUARANTEED
TO BLOOM
6 TO 8 WEEKS
AFTER PLANTING

They will flower even in hot, dry apartments. They thrive in any warm light location. (Not necessary to keep in dark). Within a few days after planting, the huge flower buds appear. Each bulb will produce gorgeous blooms for 10 or more years.

Simple instructions sent with every shipment.

GIANT IMPORTED BULBS—BLAZING DEEP RED.

Postpaid: Each \$3.75; 3 for \$10.00.

HANDSOME AS A HOUSE PLANT — CHERISHED AS GIFT *Stern's* **LOVELY GLOXINIAS**

RARE IMPORTED SPECIMENS

GUARANTEED TO BLOOM IN 90 DAYS IF YOU ORDER NOW

We are proud to offer this new strain of imported Gloxinias unlike any seen before in America. They grow considerably larger than the American varieties producing 20 to 30 huge bell shaped flowers. Their vivid coloring, their luxurious foliage make these Stern's European-type Gloxinias a must for your indoor garden. A wonderful Christmas gift. For outstanding results feed with Miracle-Gro every 3 weeks.

Heavily rooted, living plants in 2 1/4 inch pots. Ready to bloom in 90 days. (During short winter days blooming may be slightly delayed).

OUR SUPPLY IS LIMITED SO PLEASE ORDER EARLY

Red, White and Blue varieties—your choice of color. Postpaid: \$1.50 Each; 3 for \$4.25; 6 for \$8.00.

Stern's **SYSTEMIC** INSECTICIDE

New Insecticide Absorbed by Plants. Insects Bite Plant and Die!

Keeps plants Free of Insects 3 to 5 Months with One Application.

New discovery! Most exciting new principle of insect control. Stern's SYSTEMIC INSECTICIDE is applied to the soil—not a spray or a dust. Plants take up chemicals from the soil—through their roots—thereby repelling or killing insects that try to live on foliage or stem. For control of Mite, Aphids and Red Spider on African Violets and other flowering and ornamental plants such as Geraniums, Mums, Ivy, Ferns, Philodendron, Cyclamen. For flowering and ornamental plants only.

Simple—Easy To Use—Economical

NO spraying, dusting, messing, weighing or burning. Simply place capsule on the soil of potted plant or spread contents of capsule over the soil, and water. When the chemicals are dissolved into the soil, the plant absorbs the insecticide, kills insects that attempt to feed on foliage and stem.

Economical! One capsule treats plant in 4-inch pot for 3 to 5 months. Complete instructions in package.

Low Cost "Plant Insurance"

Each package contains 30 capsules—treats 30 or more house plants. Protect all your lovely plants—apply now before insect damage begins. Insect-free plants grow larger—much more beautiful—give greatest satisfaction. Don't risk loss resulting from nasty insect infestation!

PACKAGE POSTPAID:

| | |
|-----------------------|--------|
| 30 Capsule Treatments | \$1.50 |
| 60 Capsule Treatments | 2.75 |
| 90 Capsule Treatments | 4.00 |



FOR YEAR-ROUND BEAUTY

STERN'S "Favorite"

AFRICAN VIOLETS

Without the incomparable African Violet your indoor garden can not be complete. Its free flowering habit ease of culture and ability to stand house temperatures have made it the favorite American houseplant.

Now you can enjoy "year-round" beauty from your African Violets. Simply keep the roots moist and feed every 3 weeks with Miracle-Gro.

Heavily-rooted, living plants in 2 1/4 inch pots. Budded—ready to bloom. Your choice of RED, PINK, BLUE and WHITE varieties.

Postpaid: \$1.50 each; 3 for \$4.25; 6 for \$8.00.

AFRICAN VIOLET GROUP

Group No. 24-493

| | |
|----------------------|------------------|
| 4 plants (1 of each) | \$ 5.50 Postpaid |
| 8 plants (2 of each) | 10.25 Postpaid |

HOW TO HAVE A

MIRACLE GARDEN

NEXT SPRING!

Feed plants now for a more beautiful garden next year!

ALL-PURPOSE PLANT FOOD

For Roses—Lawns—Shrubs—Trees—House Plants
—All Growing Things.

For a faster start next spring—for bigger, more vigorous plants that survive winter damage, feed your garden NOW apply MIRACLE-GRO for garden beauty you never thought possible. Next spring you'll have stronger, better plants that bear more fruit and produce finer flowers. Here's how: Simply apply Stern's Instant Action Miracle-Gro now.

1. Apply to soil at base of established plants;
2. Dip roots of new plants before planting.

Spectacular Garden Beauty Next Spring

Plants that are properly fed during the fall season will survive severest winter conditions. Poorly fed plants often suffer great winter damage. Moreover, plants fertilized with Miracle-Gro make an early and vigorous start next spring, surpassing in beauty and growth all other plants. Miracle-Gro penetrates—is absorbed by plants within minutes after application—cannot be washed away by heavy rains.

Root-dip Before Planting

Mix one gallon of water with one tablespoon of Miracle-Gro. Immerse roots of roses, shrubs, trees—including fruit trees and berry bushes—in this solution for 3 minutes, then plant immediately thereafter, using Miracle-Gro solution (in which roots were soaked) to soak earth around the newly planted plant. Easy-to-follow instructions included with each package of Miracle-Gro.

EASY! Mix one measure with one gallon of water. Simple directions on package.

STERN'S

Miracle-Gro

HOLE-IN-ONE BULB PLANTER

If you want to plant your bulbs the easy way, you need the hole-in-one Bulb Planter. Simply push the planter into the soil with a slight twisting motion. Remove the tool and the soil comes out, leaving a clean, flat-bottomed hole—just perfect for bulb planting. This fool-proof planter enables you to set your bulbs close together and at a uniform depth. Excellent for setting out vegetable and flower plants.

Postpaid Each \$1.25



COMPLETE TOOL KIT

What a Joy to Garden Indoors!



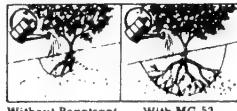
Life. Trowel, scoop, tamper, scratcher—PLUS the newly styled Plant Fountain that enables you to put the correct amount of water where you want it—no spilling. A practical kit finished in heavy brass that will not rust and is ornamental too. Attractively gift-boxed. A perfect gift for your garden friends.

HG-118 Postpaid: Each set \$2.95

Contains Instant-Action MICRO-NUTRIENTS for dramatic improvement "OVERNIGHT"

Similar to the minerals in your own blood, remarkable Micro-Nutrients in Miracle-Gro prevent plant starvation, help produce earlier blooms, healthier plants by actual field tests proved to increase crop quality and yield.

Enriched with soluble MAGNESIUM—so important after heavy rains—helps plants show dramatic improvement overnight!



Without Penetrant With MG 53

INSTANT-ACTION LEAF-FEEDING!



Miracle-Gro goes to work immediately—as soon as it touches leaves. Tests prove plants absorb Miracle-Gro nutrients through foliage. Simply apply to leaves in addition to regular root feeding. Special Agricultural penetrant MG-53 in Miracle-Gro makes leaf-feeding more effective, safer than ever before!



Amazing Results!

MIRACLE-GRO STORES UP BENEFITS IN SOIL

Saves Money—
won't wash away

Amazing ELECTRO-PHENOMENA: Particles of Miracle-Gro become "chemically hitched" to the soil, form "Nature's Storehouse." Miracle-Gro which is not immediately used by the plant stays in the soil. Miracle-Gro is not washed away, even after cloudburst rains. Miracle-Gro benefits are still found in the soil 6 MONTHS AFTER BEING APPLIED. You'll get results within a week and months later.



Revives Half-Starved Plants— Starts Working Within Minutes

Astounding results proved in more than 250,000 gardens. Now, you can have even greater beauty—stronger, faster growth. New, improved Instant-Action Miracle-Gro benefits plants instantly. Instant-Action brings new life to your garden—stimulates healthy growth faster, surer, safer.



REAL ECONOMY!

Only Pennies Per Gallon!

Instant-Action Miracle-Gro is concentrated plant food—no fillers. Simply dissolve in water, and use. Now only one level tablespoon makes a full gallon. No special equipment needed—use sprinkling can. Easy, safe, clean, odorless.

| | | |
|------------|---|---------|
| 1 1/2 Lbs. | | \$2.25 |
| | Makes 60 gals. (Feeds up to 1,500 sq. ft.) | |
| 5 Lbs. | | \$5.00 |
| | Makes 200 gals. (Feeds up to 5,000 sq. ft.) | |
| 10 Lbs. | | \$9.00 |
| | Makes 400 gals. (Feeds up to 10,000 sq. ft.) | |
| 25 Lbs. | | \$20.00 |
| | Makes 1,000 gals. (Feeds up to 25,000 sq. ft.) | |
| 50 Lbs. | | \$35.00 |
| | Makes 2,000 gals. (Feeds up to 50,000 sq. ft.) | |

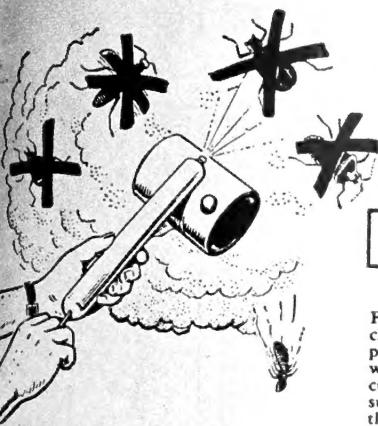
ALL PRICES POSTPAID

Now Glorify Your House Plants! GLAZED TILE STANDS



These decorative plant stands will protect your sills and tables from water and soil while you sun your plants. Wrought iron in verdigris antique finish, colorful glazed tile center and scroll feet. Holds pots up to 5" in diameter. Helps you get prize blooms.

HG 117 Postpaid: Two for \$1.50



ONE SPRAY FOR ALL PLANTS!

Kills most garden pests quickly - easily - surely
Amazing PROTEXALL Garden Spray works wonders
REPLACES A SHELF FULL OF INSECTICIDES

SCIENTIFICALLY BALANCED FORMULA CONTAINS ALL 4

D. D. T.

For control of many chewing insects, especially cabbage worms, leaf rollers, cut worms, etc., also sucking types such as thrip and tarnished plant bugs.

ROTIENONE

An essential and effective spray in every garden. Especially helpful in controlling bean beetles and most sucking insects.

FERMATE

A specific for black spot of roses, septoria leaf spot of "mums," rust of snapdragons, scale scab of many fruits, fruit spot (anthracnose) of tomato, brown rot of cherries, etc.

SULPHUR

Most effective fungicidal material ever developed for general garden use. Valuable for the control of most fungi including apple and peach scab, mildews and rust. Also for red spiders and broad mites.

INSECTICIDE PLUS FUNGICIDE

New way to protect your garden from insect and fungus damage. Stern's Protexall saves work, time and money. Now resists wash-off even after heavy rain. Contains "STIK", new rain resistant, plastic type coating that helps keep spray chemicals on plants, often twice as long as ordinary sprays. Mixes easily with water—won't clog spray nozzle.

SIMPLE! A SINGLE SPRAY PROTECTS ALL PLANTS!

To keep your trees and plants healthy and vigorous, we recommend that you spray them every two weeks during the growing season with PROTEXALL.

The simple application of this high-quality spray once every two weeks during the growing season will do more to control plant diseases and insects than any other spray we know. If you use it regularly, it should not be necessary to use any other spray or dust to grow healthy fruits, berries, roses and flowers.

PROTEXALL GARDEN SPRAY comes in powder form. You simply add water. Easy to follow directions on how to use Protexall will be found on the package.

Your "Acid-loving" Plants Transformed in Hours!

STERN'S

MIRACID GARDEN SOIL ACIDIFIER

For All Acid-loving Plants

NEW WATER SOLUBLE PLANT FOOD GIVES AMAZING IMPROVEMENT SAME DAY!

Another Stern's first! Here's how to have thrilling new success growing all acid-loving plants. Now you can grow finest azaleas and blueberries just as they do in America's greatest commercial greenhouses! With Stern's MIRACID, you'll see remarkable growth and flowering beauty from plants that never bloomed for you before.

BANISHES "YELLOW ANEMIA"

Gives almost instant relief from "yellow anemia" (chlorosis). Changes yellowing, dying plants into robust healthy specimens. Especially good for foundation plantings where soil is excessively alkaline due to lime leaching from concrete foundation. Stern's MIRACID immediately releases locked-up iron and other mineral nutrients in the soil.

CONTAINS ESSENTIAL TRACE ELEMENTS

When Miracid is applied, the soil chemistry is instantly changed from alkaline to acid. Almost immediately the plant is able to assimilate iron and other mineral elements. To effect instant relief of yellow anemia, Stern's Miracid contains all these vital mineral elements. Use it at once—watch it work wonders.

(Caution: Use only on acid-loving plants as directed on package.)

2 TABLESPOONS MAKE 1 GAL.

1 1/2 lbs. of Miracid makes 30 gallons of amazing acid soil conditioner—makes 225 lbs. liquid.

| | | | |
|------------|--------|---------|---------|
| 1 1/2 lbs. | \$2.25 | 3 lbs. | \$ 3.75 |
| 6 lbs. | 6.00 | 12 lbs. | 10.00 |

ALL PRICES POSTPAID.

PROTEXALL

MULTI-PURPOSE GARDEN SPRAY FOR
ORNAMENTAL TREES and SHRUBS, FRUIT
TREES, FLOWERS, VEGETABLES

Controls Most Insect Pests and Fungi in
A Single Application

4 oz. Canister (makes 4 gals. finished spray) \$1.50
1 lb. Canister (makes 16 gals. finished spray) \$4.00
5 lb. Canister (makes 80 gals. finished spray) \$18.00

All Prices Postpaid

NOW! GET 30% MORE SOIL CONDITIONING BENEFITS

Lectro-Loam contains 30% more active ingredients than other popular soil conditioners.

STERN'S

LECTRO-LOAM

Proved most effective by famous Agricultural University—Stern's Lectro-Loam provides better conditions for plant growth by improving the structure of soils. It creates a loose crumbly soil which readily absorbs and retains water, promotes better "aeration," encourages heavy root growth.

Makes Gardens Beautiful 12 Ways:

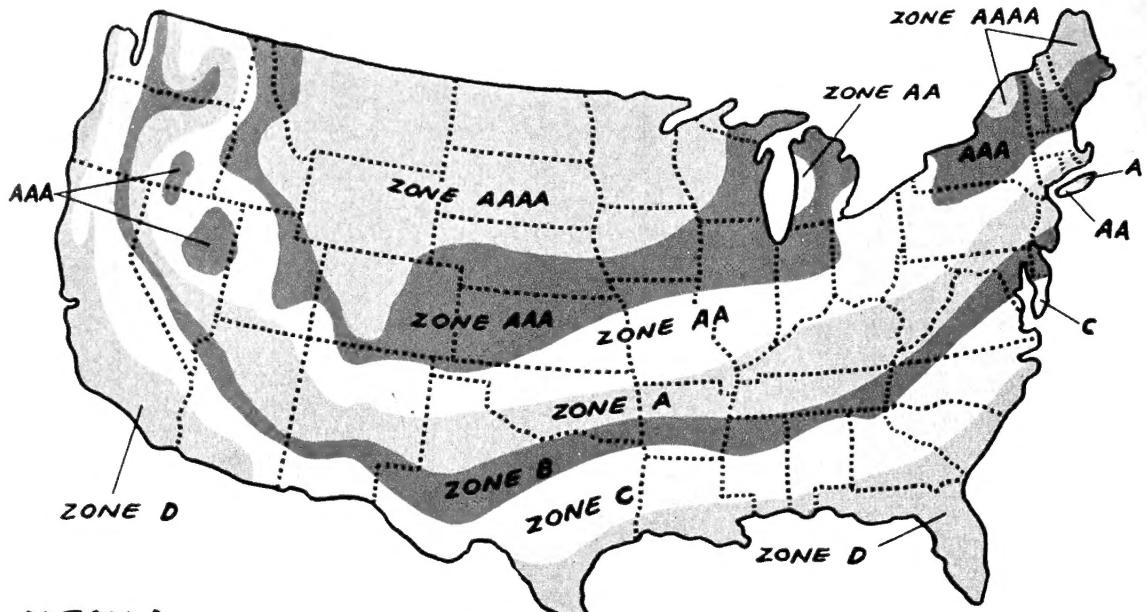
1. Lectro-Loam transforms hard, gummy clay soils into spongy, crumb-like topsoil—gives you a soil that produces bigger, more beautiful, more fruitful plants.
2. Entirely different! Changes basic STRUCTURE of soil—not just texture! Soil STAYS improved.
3. Promotes better "aeration."
4. Encourages root development.
5. Increases water absorption.
6. Plants make better use of fertilizer.
7. Resists wash-outs and erosion.
8. Resists surface caking, hardening, cracking.
9. Easier cultivation. Helps with weed control.
10. Improves seed germination.
11. Treated soils may be worked earlier in spring.
12. Soils maintain fine "seed-bed" condition.

LECTRO-LOAM is a Permanent-Type Soil Conditioner—
It is NOT a Plant Food.

Easy to treat house plant soil. Specific instructions—"How to Use Lectro-Loam for House Plants," giving complete detailed instructions, included on every package.

1 1/2 lbs. (treats 100 square feet) \$ 2.25, Postpaid
3 lbs. (treats 200 square feet) 3.75, Postpaid





NEW! GARDENING SUCCESS ASSURED

Stern's "SELECT-O-PLANT" Zone Map

How To Choose Plants Hardy In Your Section

This Zone Map has been especially prepared to indicate whether plants are hardy in your section. "Hardy" means that a plant will endure the cold as far North as the zone indicated. For example: the statement, hardy in Zone AAA, means that the plant is hardy in this zone and in all zones South of Zone AAA.

This Zone Map is based upon years of research by the U. S. Department of Agriculture, Washington, D. C., and especially adapted by Stern's to insure "trouble-free" gardening.

HOW TO ORDER

Please write your order on the enclosed order blank. Send check or money order with your order. You will save C.O.D. charges by sending your full remittance with your order.

We prepay postage or express for any plant, group, or collection marked Postpaid or Prepaid. For other items, if you want us to prepay postage, please add 10% to price.

Slight Extra Care Means Unusual Plants

Given the proper care many plants generally grown in milder climates can be grown in more northern sections. Even those not specifically recommended for your zone offer new "garden thrills" if given only a little extra care.

Planting in a sheltered location, mulching in the Summer to conserve moisture, protecting during the winter will enable you to grow the rare and unusual types of plants not commonly found in your zone.

FALL PLANTING

FALL IS THE IDEAL TIME TO PLANT BULBS, TREES, SHRUBS AND ROSES. We list in this catalog only such kinds which are suitable for fall planting. They will make new roots in the late fall and early spring and, as a result, they will grow and bloom next spring almost like plants established for many years.

JUST RELEASED BY HOLLAND'S LEADING TULIP BREEDERS
TOO LATE TO LIST IN THE BULB PAGES
BUT SO OUTSTANDING WE HAD TO FIND A PLACE FOR THEM

PARROT WONDER

The largest Parrot Tulip ever produced! The flower is really spectacular and staggering in both size and beauty, measuring up to 9" across when fully opened. The color is a bright, fiery red with an occasional touch of green in the petals. It is indeed a "wonder," for no other tulip under cultivation can compare with it. We predict a great future for this variety and that in time it will replace all other red Parrot varieties. **Order Early. Our Supply is Necessarily Limited.**

Postpaid: 3 for \$1.50; 6 for \$2.75; 10 for \$4.00

PARROT DOUBLE FANTASY

The fantastic beauty of this variety defies description! Warm, satin rose shades are delicately intermixed and blend beautifully with silvery-white flushes and splashes of green. The enormous flowerhead is fully double with an abundance of crisp, wavy petals which are whimsically carved and fringed. An oddity among tulips which is deserving of a very special place in the garden. **Order Early. Our Supply Is Necessarily Limited.**

Postpaid: 3 for \$1.75; 6 for \$3.25; 10 for \$6.00

THE RAREST OF ALL PERENNIAL TREASURES

STERN'S *Imported*

TREE PEONIES

FOR A LIFETIME PLACE OF HONOR IN YOUR GARDEN



A FAMOUS ARTIST describes these magnificent plants—"A tree peony is the most notable plant in a garden and may well be given the place of honor. A single specimen can hold the focal point in an intimate design; two look well as accents on each side of steps or the entrance path; four can be used in a balanced design at the corners of a flagged area reflected in a pool. Or a group of tree peonies are perfectly adapted as a middle ground for the flower border with lilacs blooming in the background."

In our opinion, these are the most beautiful plants ever created! Their flowers are so spectacular, so colorful and exquisitely formed as to be incomparable. Each spring they are covered with the most beautiful of all flowers—large blooms measuring up to 8 inches across—each a breathtaking array of blending colors—their heavy buds and dark foliage combine in Nature's perfect living statuary.

Unlike the herbaceous or ordinary Peonies, these small woody bushes do not die back to the ground each winter. Instead, they grow larger and more beautiful each year. The bush seldom grows higher than four feet but spreads gracefully with each succeeding year.

Stern's Nurseries proudly bring you the choicest and rarest of all Tree Peonies. Developed in France in the Lemoine Peony Gardens, transplanted in our own fields here in Geneva, they are hardy in all but the coldest sections. Stern's Hardiness Rating AAA.

EXCLUSIVE! For Stern's Customers Only!



Introducing Lemoine's Greatest Creation . . .
the exquisite

REINE ELIZABETH TREE PEONY

Exclusive! Especially imported from Europe by Stern's—for Stern's customers only. Probably the most beautiful of all Tree Peonies. A handsome single flower—dark pink in color with a brilliant lobster red center and color blending into a silvery pink along the outside edges. A true collector's item...
Each \$10 postpaid.

PLANT THIS FALL

Plant Tree Peonies in September and October. Fall is the best time to transplant. Their roots require a "settling down" period as provided by winter dormancy. Protect lightly during the first winter.

From **STERN'S NURSERIES**, Geneva, New York

Property of...

U. S. DEPT. OF AGRICULTURE
LIBRARY
WASHINGTON 25, D. C.

"When you have no further use for this catalog, please pass it along to a gardening friend."



Remarkably easy to grow, they will flourish in any good garden soil. Complete planting and cultural instructions sent with every plant.

JEANNE D'ARC—Pink with dark center. The most abundant bloomer—flowers of largest size, often measure over 8 inches. This is a most spectacular variety.

MME. STUART LOW—A lovely radiant pink—translucent and double. When the light strikes their huge blooming heads, it is a sight of indescribable beauty. Most hardy variety, a prolific bloomer, it is a perfect matchmate of Jeanne d'Arc (described above).

SOUVENIR DE DUCHER—Dark Carmine Red. Another double beauty. Nothing so spectacular—iridescent, it actually glows in the garden. Flowers are spectacular in size, measuring 6 to 8 inches across. Hardy and easy to grow.

ZENOBIA—Ruby Red. Beautiful as an Oriental objet d'art. A true treasure in flaming color. The flowers are double-rich in color and exquisitely formed.

2 yr. field grown plants. Postpaid: \$6.00 each;
2 for \$11.00.

PINK TREASURE COLLECTION OF TREE PEONIES

Collection 24-499
Developed by Lemoine of France

Special! Each of these Pink Varieties is so rare, so absolutely new, that they cannot be offered as a named variety by Stern's until 1956 or 1957. However, a few of the largest, most matured plants, labeled with the true variety name, are now available. They are an outstanding value at \$5 each or two for \$9.50, Postpaid.

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